12/15/82 U7475-24

SURVEYS OF CONSUMER ATTITUDES

Institute for Social Research

TABLES AND CHARTS

NOVEMBER 1987

The November 1987 survey is the 232nd in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant over samples.

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TABLE OF CONTENTS

TABLE	TITLE
1	The Index of Consumer Sentiment
2	Index of Consumer Sentiment within Region and Age Subgroups
3	Components of the Index of Consumer Sentiment
4	Current Financial Situation Compared to a Year Ago
5	Selected Reasons for Opinions About Personal Financial Situation
6	Expected Change in Financial Situation
7	Trend in Personal Financial Situation
8	Expected Family Income Change During the Next 12 Months
9	Expected Change in Real Family Income
10	News Heard of Recent Changes in Business Conditions
11	Selected Items of News Heard of Recent Changes in Business Conditions
12	Current Business Conditions Compared to a Year Ago
13	Expected Change in Business Conditions in a Year
14	Trend in Past and Expected Changes in Business Conditions
15	Business Conditions Expected During the Next 12 Months
16	Business Conditions Expected During the Next 5 Years
17	Expected Change in Unemployment
18	Expected Change in Interest Rates
19	Expected Change in Prices During the Next 12 Months
20	Opinions About the Government's Economic Policy
21	Buying Conditions for Large Household Goods
22	Selected Reasons for Opinions About Buying Conditions for Large Household Goods
23	Buying Conditions for Houses
24	Selected Reasons for Opinions About Buying Conditions for Houses
25	Buying Conditions for Cars
26	Selected Reasons for Opinions About Buying Conditions for Cars

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

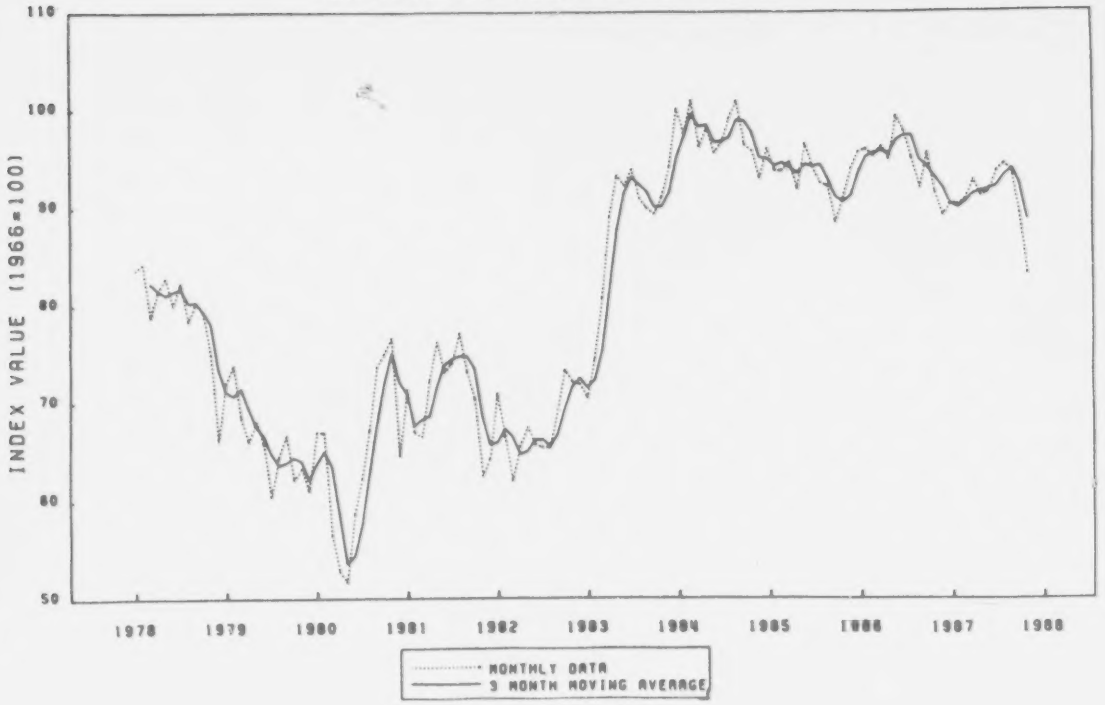


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT

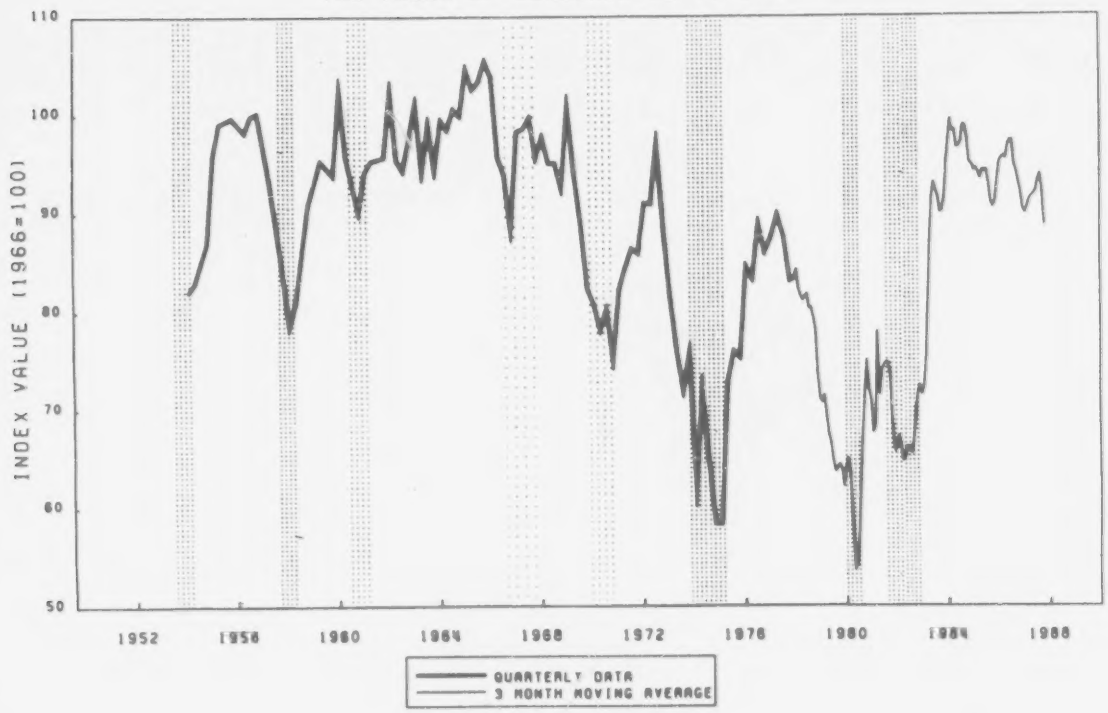


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $30,000	Families with incomes over $40,000
November 1984	95.7	112.9	113.6
December 1984	92.9	101.5	101.7
January 1985	96.0	110.2	112.1
February 1985	93.7	113.8	113.8
March 1985	93.7	110.8	114.4
April 1985	94.6	108.9	114.9
May 1985	91.8	105.3	107.7
June 1985	96.5	107.4	110.3
July 1985	94.0	105.2	109.5
August 1985	92.4	106.7	110.2
September 1985	92.1	101.7	104.9
October 1985	88.4	99.6	107.4
November 1985	90.9	100.8	100.3
December 1985	93.9	106.0	108.3
January 1986	95.6	109.7	110.1
February 1986	95.9	107.8	109.0
March 1986	95.1	102.9	110.2
April 1986	96.2	106.9	111.0
May 1986	94.8	105.5	109.9
June 1986	99.3	110.6	112.4
July 1986	97.7	109.6	108.5
August 1986	94.9	105.0	106.6
September 1986	91.9	99.5	102.1
October 1986	95.6	102.8	105.5
November 1986	91.4	97.5	98.7
December 1986	89.1	98.7	98.3
January 1987	90.4	101.2	104.0
February 1987	90.2	103.6	103.6
March 1987	90.8	97.8	96.1
April 1987	92.8	98.5	103.1
May 1987	91.1	97.7	99.2
June 1987	91.5	102.9	102.9
July 1987	93.7	102.5	104.0
August 1987	94.4	104.4	109.1
September 1987	93.6	100.6	104.3
October 1987	89.3	99.9	101.8
November 1987	83.1	87.7	90.5

CHART 2A - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

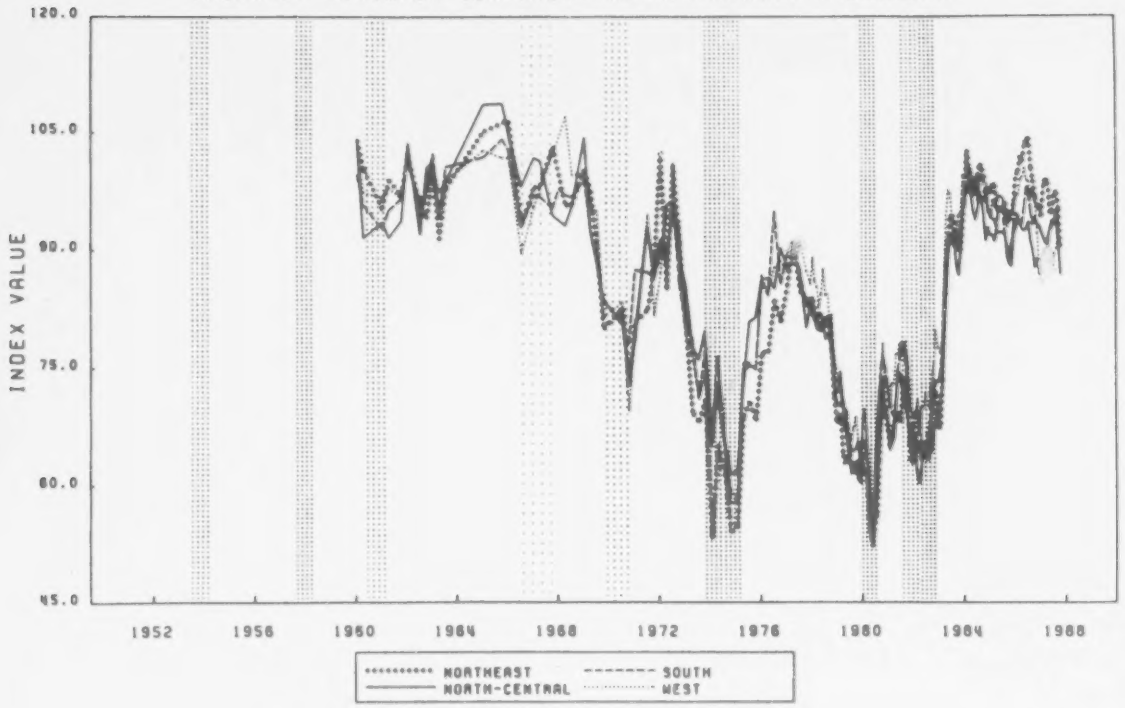


CHART 2B - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

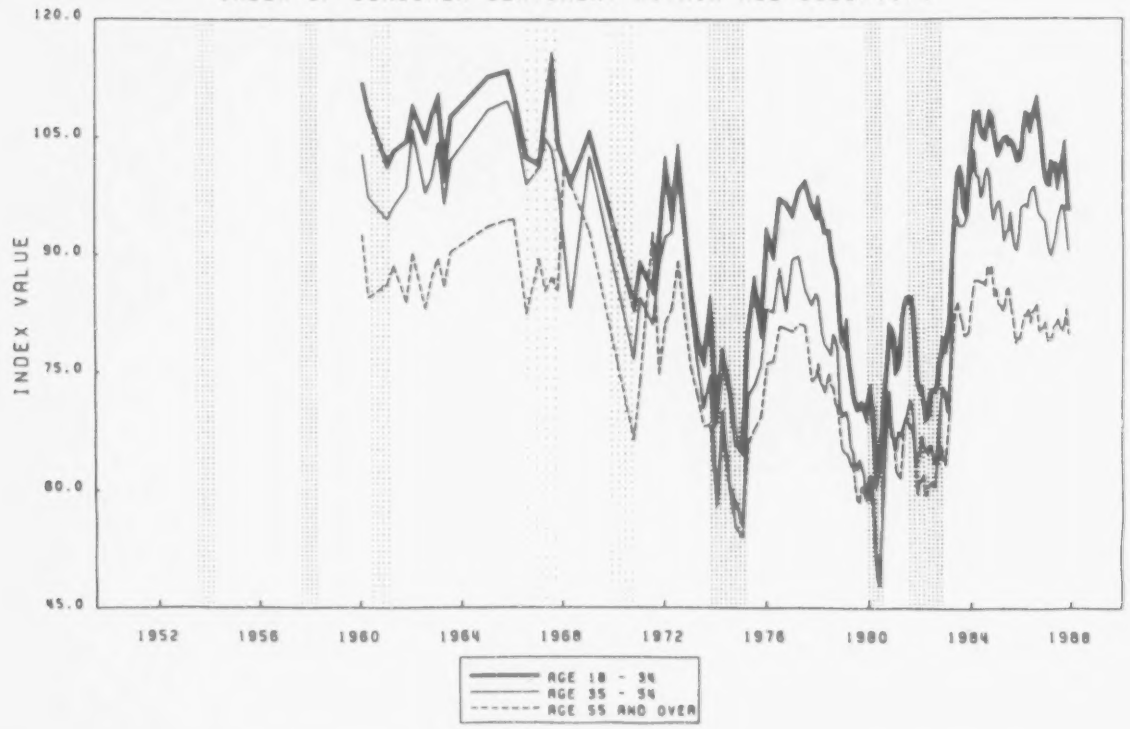


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY	CENSUS REGION				AGE OF RESPONDENT		
	North East	North Central	South	West	18-34	35-54	55+
November 1984	100.3	93.3	95.6	94.1	105.5	94.0	88.1
December 1984	94.8	90.3	93.4	94.0	102.9	94.1	82.2
January 1985	98.2	94.5	94.6	97.8	104.2	99.0	86.6
February 1985	97.9	90.4	96.6	89.7	102.0	97.0	82.3
March 1985	98.3	90.6	89.8	101.1	104.7	94.7	82.0
April 1985	98.1	91.7	94.8	95.3	106.9	92.9	84.3
May 1985	88.8	94.0	91.9	91.3	103.2	87.9	84.6
June 1985	97.7	90.4	99.0	103.6	105.0	97.8	87.9
July 1985	98.4	91.8	92.9	94.8	104.4	93.7	84.8
August 1985	90.7	93.4	93.6	90.6	104.2	94.9	77.3
September 1985	98.5	91.5	87.0	97.5	103.7	89.6	82.8
October 1985	92.3	81.7	90.7	90.0	101.6	88.6	76.0
November 1985	92.8	90.7	88.4	93.1	101.1	93.5	79.3
December 1985	98.2	90.8	92.0	98.1	103.8	95.3	82.6
January 1986	96.7	93.9	98.2	93.7	105.5	99.4	80.8
February 1986	103.4	92.7	93.2	98.0	109.7	94.1	83.8
March 1986	99.1	94.9	91.3	98.9	109.1	96.0	82.0
April 1986	102.7	92.3	94.4	99.5	104.8	97.8	83.6
May 1986	101.2	90.1	93.5	98.8	104.9	99.9	78.3
June 1986	106.2	94.1	98.5	102.7	112.7	97.9	86.6
July 1986	103.9	93.4	101.7	94.7	108.2	98.6	84.5
August 1986	102.5	92.6	90.5	98.2	107.9	95.2	80.1
September 1986	94.6	87.0	91.9	95.8	106.3	92.4	76.1
October 1986	99.1	90.0	96.5	99.3	102.5	97.3	85.7
November 1986	95.8	85.6	93.2	92.3	99.5	94.2	80.4
December 1986	91.8	90.4	89.5	84.0	98.0	91.3	78.3
January 1987	98.1	85.9	96.0	83.9	99.9	91.2	78.4
February 1987	92.4	89.5	90.7	89.2	99.1	89.2	81.5
March 1987	104.6	86.3	87.5	91.2	106.4	89.3	77.7
April 1987	99.4	91.7	93.7	87.2	99.0	95.1	83.5
May 1987	91.3	92.9	92.1	87.1	99.5	92.8	82.1
June 1987	92.5	92.2	91.5	89.7	99.0	95.5	80.0
July 1987	100.1	95.7	93.8	85.2	103.0	97.8	80.2
August 1987	99.0	91.0	95.2	93.2	103.3	95.8	80.8
September 1987	92.2	94.7	94.9	91.5	104.1	95.4	82.6
October 1987	93.8	87.2	88.3	89.1	92.0	89.9	86.2
November 1987	83.9	79.6	87.9	79.4	91.7	86.6	70.8

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

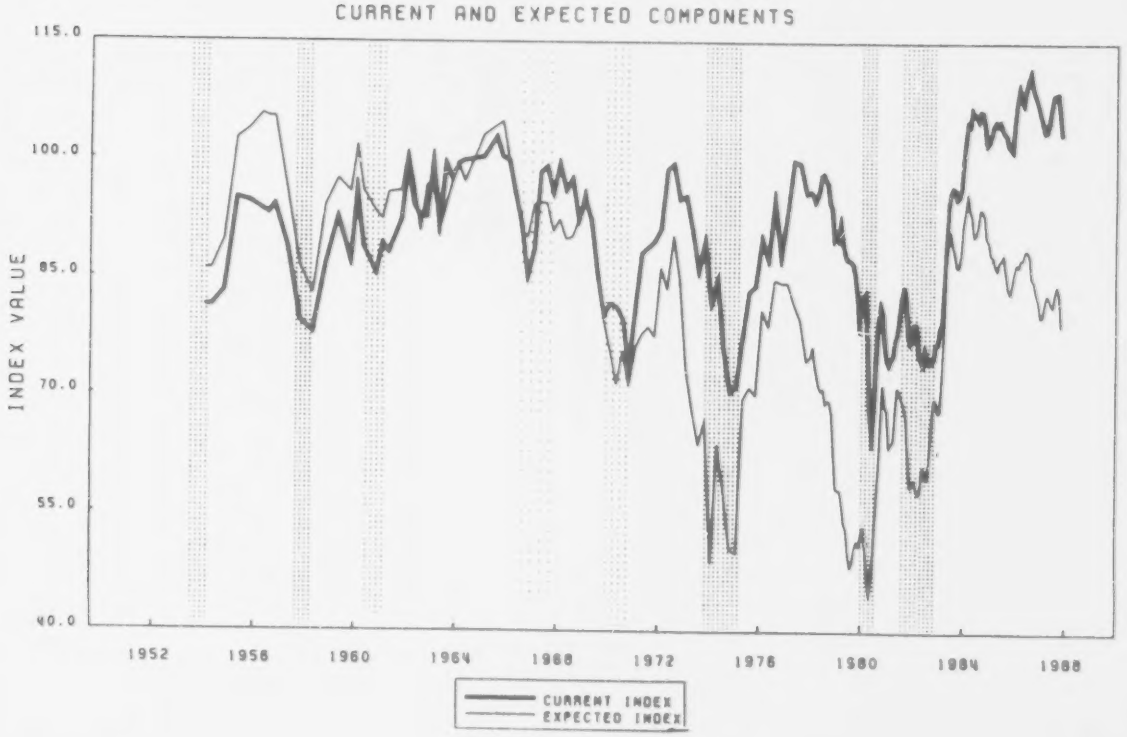


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	INDEX COMPONENTS +						
	Personal finances		Business conditions		Buying conds.	Current Index	Expected Index
	Current	Expected	12 months	5 years			
	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
November 1984	121	129	132	107	144	102.4	91.5
December 1984	118	125	131	98	143	100.6	87.9
January 1985	119	124	135	104	153	104.9	90.3
February 1985	115	120	131	96	158	105.1	86.5
March 1985	112	123	133	96	156	103.7	87.3
April 1985	116	127	128	95	161	106.6	87.0
May 1985	116	120	121	97	152	103.7	84.2
June 1985	115	127	133	106	157	104.9	91.1
July 1985	116	124	129	98	154	104.3	87.4
August 1985	112	123	125	99	152	101.8	86.3
September 1985	116	124	118	96	155	104.3	84.2
October 1985	111	123	111	90	148	100.3	80.8
November 1985	111	124	120	96	150	100.7	84.5
December 1985	120	124	127	103	147	103.1	88.1
January 1986	122	123	126	93	168	111.8	85.3
February 1986	117	123	132	98	164	108.4	87.8
March 1986	120	124	129	96	160	107.9	86.9
April 1986	120	128	133	94	160	108.1	88.5
May 1986	117	129	131	92	158	106.2	87.5
June 1986	124	127	136	100	170	113.3	90.3
July 1986	126	130	131	94	165	112.1	88.5
August 1986	121	128	123	94	161	108.9	85.9
September 1986	120	127	115	84	161	108.3	81.3
October 1986	120	127	124	99	162	108.9	87.1
November 1986	121	121	120	87	155	106.7	81.6
December 1986	116	127	104	83	158	105.8	78.3
January 1987	120	130	117	77	152	105.1	80.9
February 1987	115	126	117	84	153	103.7	81.6
March 1987	114	122	121	92	152	102.5	83.3
April 1987	116	127	116	97	158	105.5	84.7
May 1987	117	121	114	89	161	107.4	80.6
June 1987	120	122	113	89	161	108.1	80.8
July 1987	123	123	118	94	162	109.9	83.3
August 1987	122	127	125	93	157	107.8	85.8
September 1987	119	124	122	92	162	108.3	84.2
October 1987	118	128	105	90	149	103.1	80.4
November 1987	115	118	93	80	142	99.3	72.7

(1) See Table 4.
(2) See Table 6.
(3) See Table 15.
(4) See Table 16.
(5) See Table 21.
+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

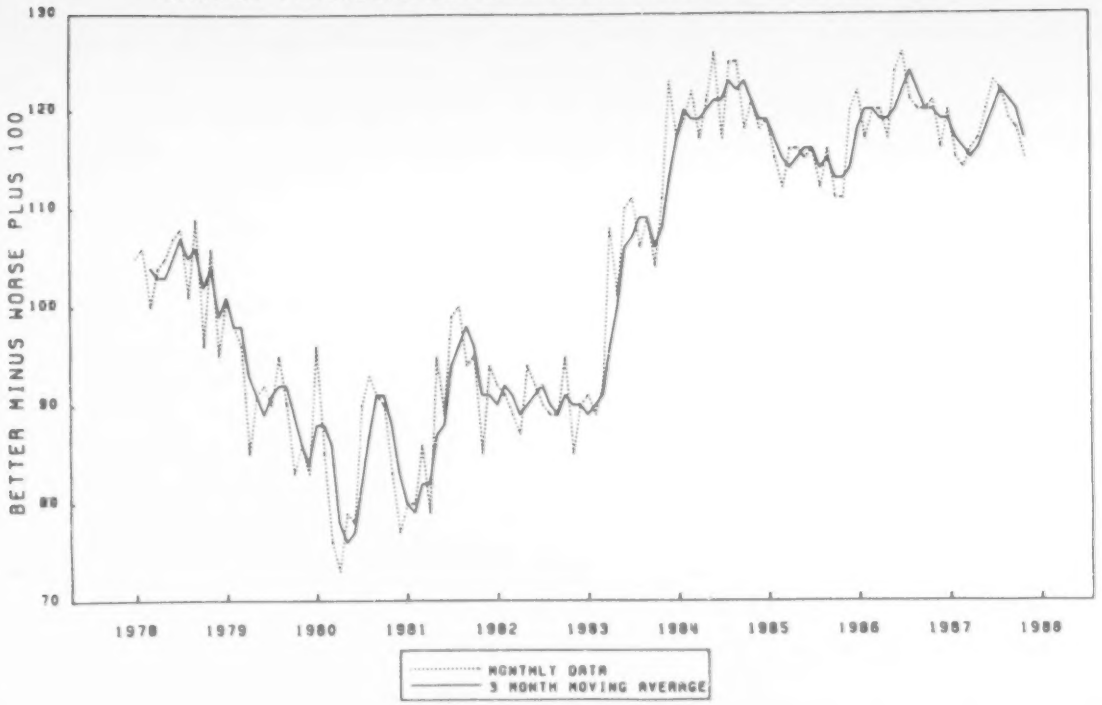


CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

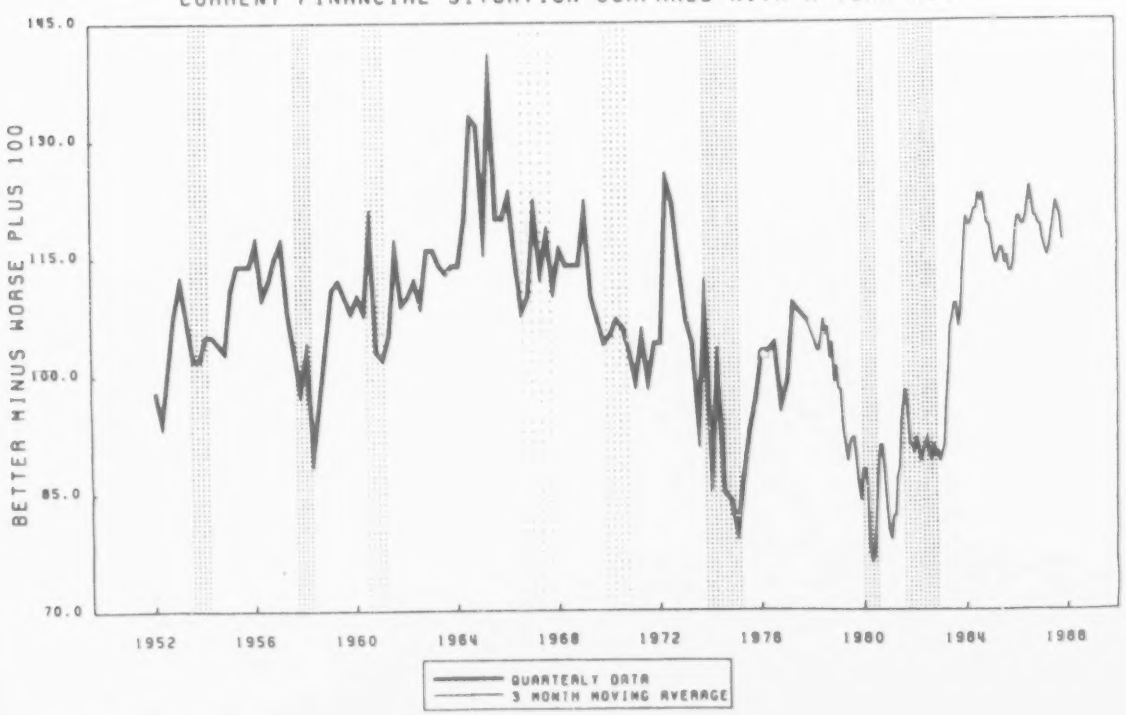


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
BETTER OFF	43%	43%	45%	44%	41%	42%	43%	44%	45%	45%	42%	43%	42%
SAME	35	30	29	27	32	32	31	32	32	32	34	32	31
WORSE OFF	22	27	25	29	27	26	26	24	22	23	23	25	27
DK,NA	*	*	1	*	*	*	*	*	1	*	1	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

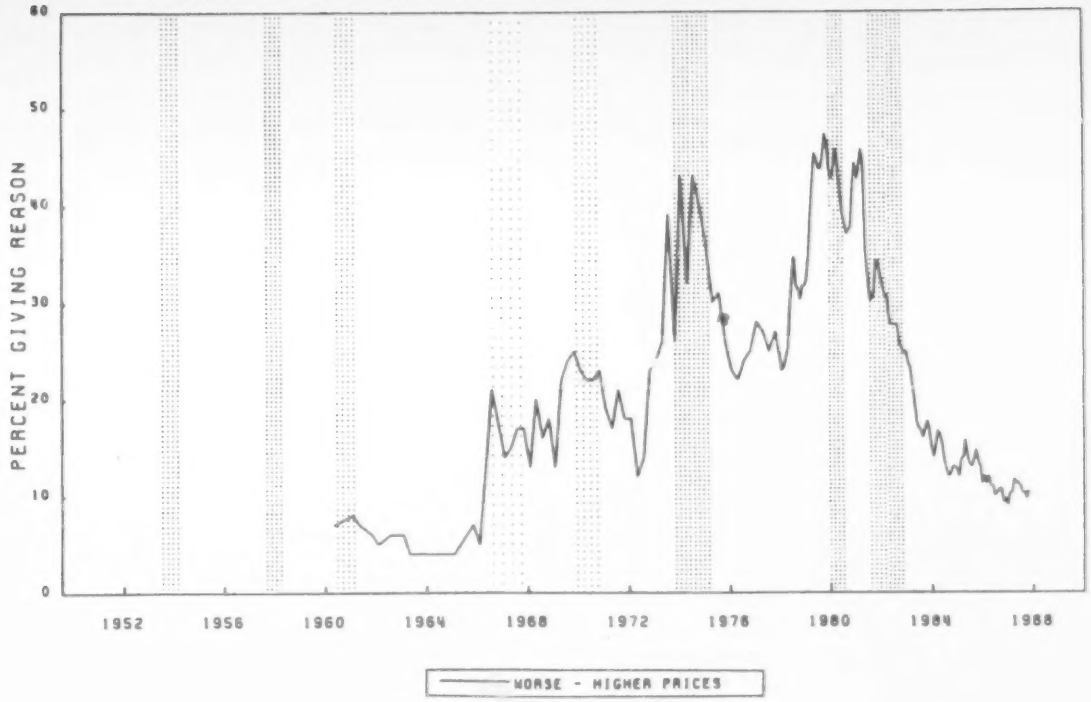


CHART 5 - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

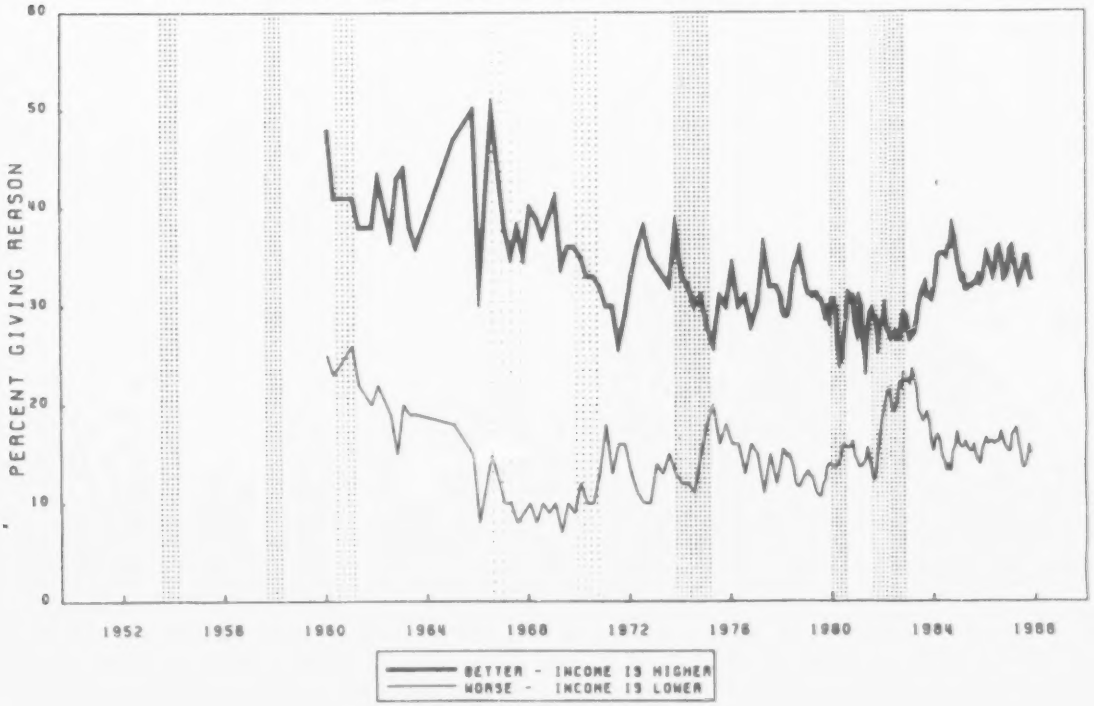


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov 198
BETTER OFF THAN YEAR AGO:													
Income is higher	34%	35%	38%	35%	31%	34%	32%	33%	36%	36%	33%	32%	33
WORSE OFF THAN YEAR AGO:													
Income is lower	15	16	15	20	17	16	15	14	12	15	16	17	12
Higher prices	8	12	7	12	12	11	11	12	10	9	12	8	12

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES

EXPECTED CHANGE IN FINANCIAL SITUATION

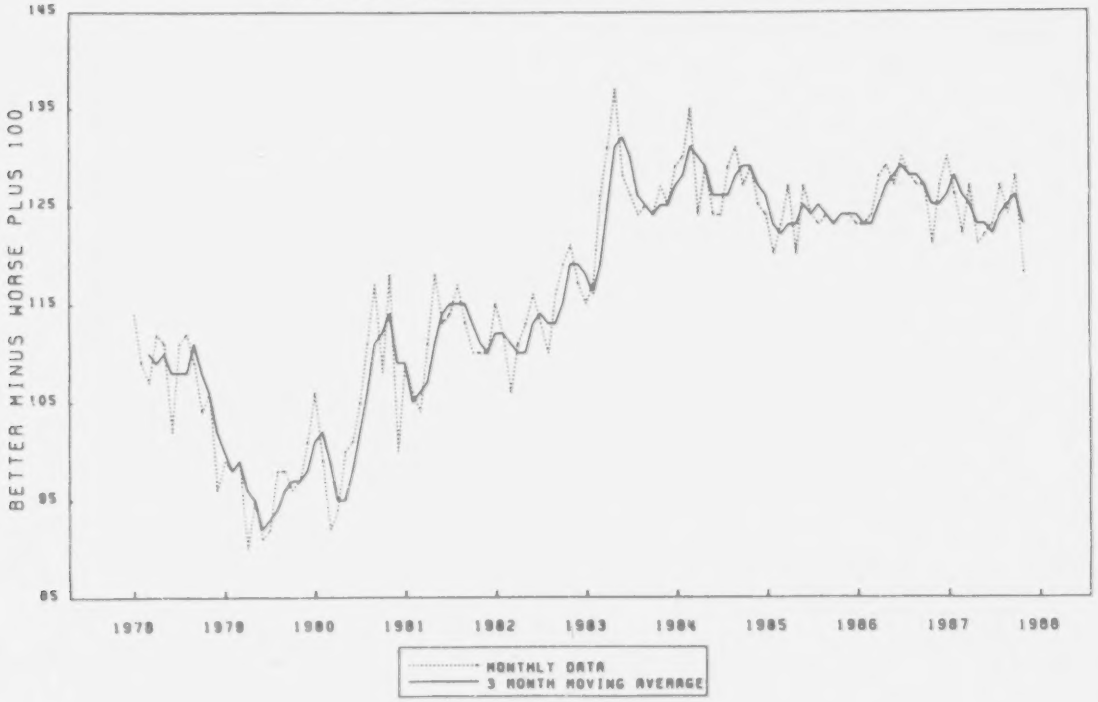


CHART 6 - HISTORICAL SERIES

EXPECTED CHANGE IN FINANCIAL SITUATION

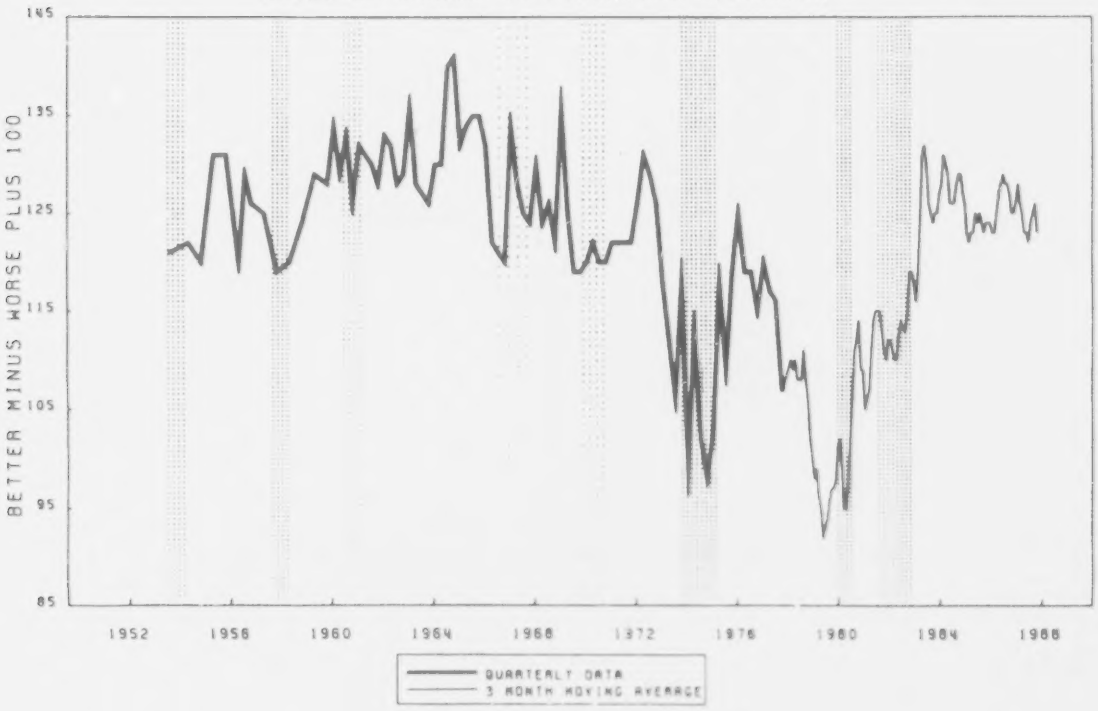


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
BETTER OFF	33%	36%	39%	38%	33%	37%	32%	33%	34%	39%	35%	37%	33%
SAME	52	52	48	48	53	49	54	53	52	46	49	51	49
WORSE OFF	12	9	9	12	11	10	11	11	11	12	11	9	15
DK,NA	3	3	4	2	3	4	3	3	3	3	5	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES

TREND IN PERSONAL FINANCIAL SITUATION

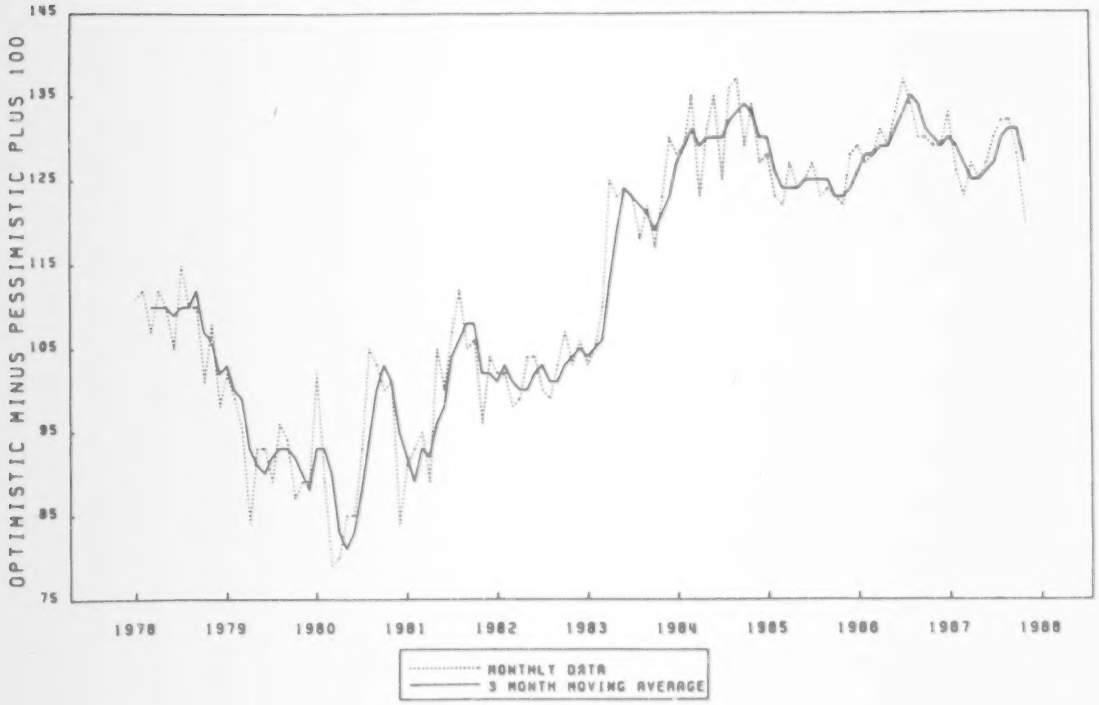


CHART 7 - HISTORICAL SERIES

TREND IN PERSONAL FINANCIAL SITUATION

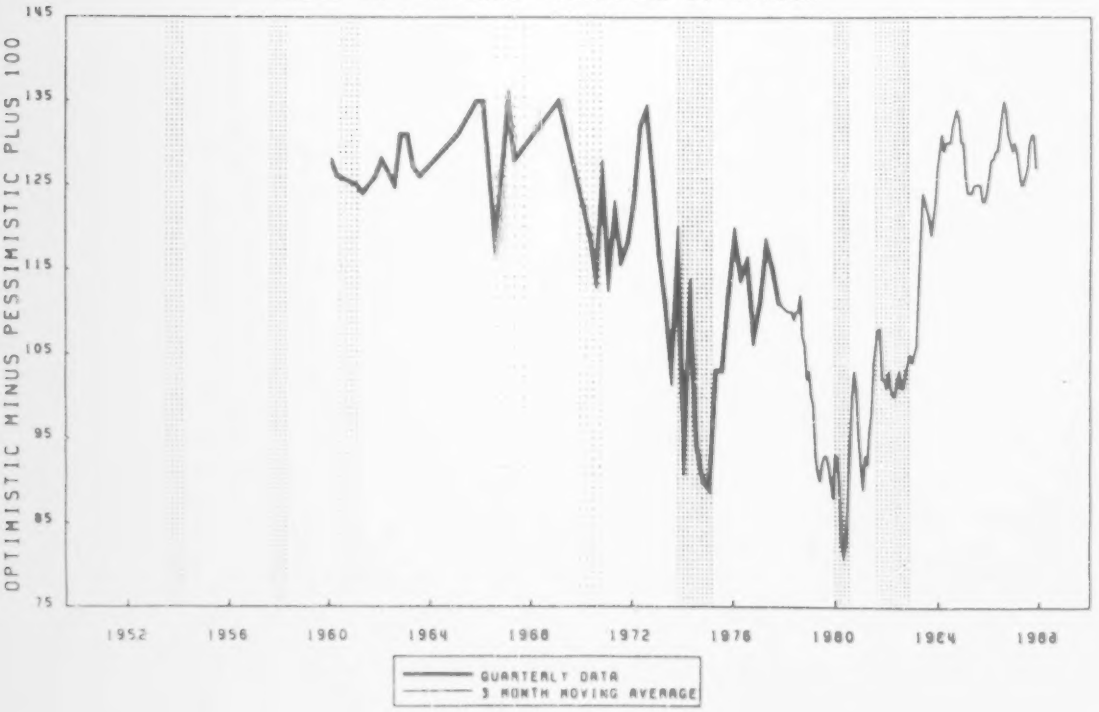


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	18%	18%	22%	22%	19%	19%	17%	18%	19%	23%	18%	23%	19%
Intermittant increase (b)	29	29	28	27	25	28	28	31	29	29	31	24	25
Remain unchanged (c)	22	19	17	15	22	17	20	17	20	16	19	21	18
Intermittant decline (d)	13	14	14	17	16	17	16	17	14	16	12	15	18
Continuous decline (e)	5	4	3	6	5	3	4	5	4	4	5	4	6
Mixed change (f)	10	13	12	11	10	12	12	8	10	9	10	10	11
DK,NA	3	3	4	2	3	4	3	4	4	3	5	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

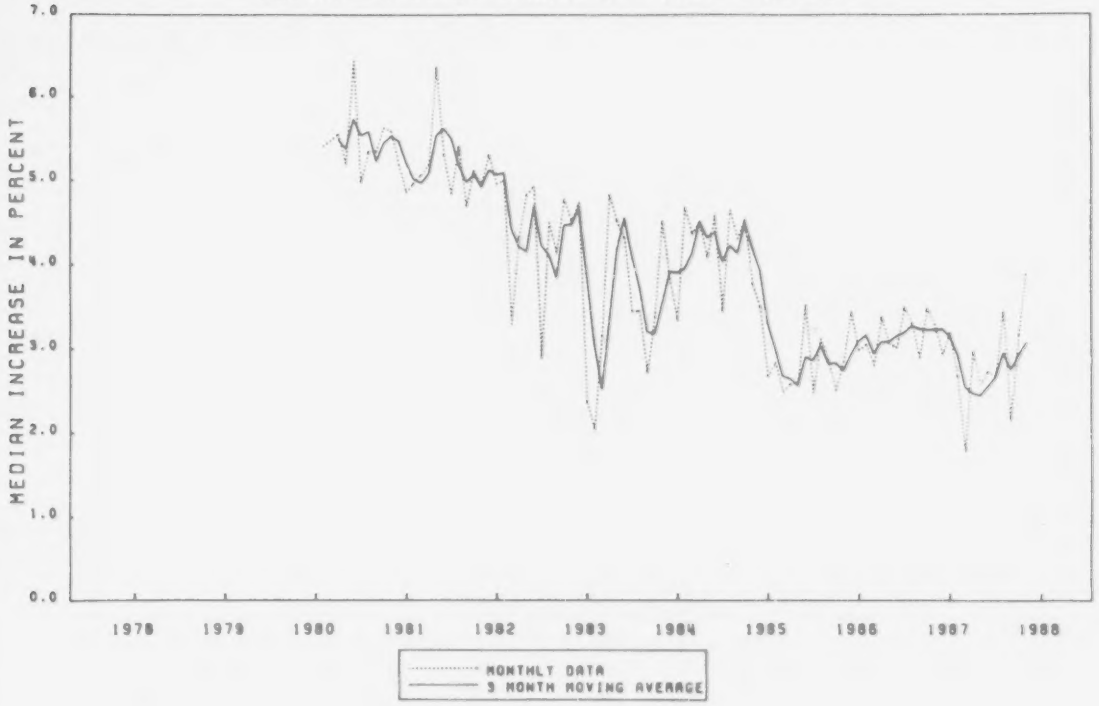


CHART 8 - HISTORICAL SERIES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

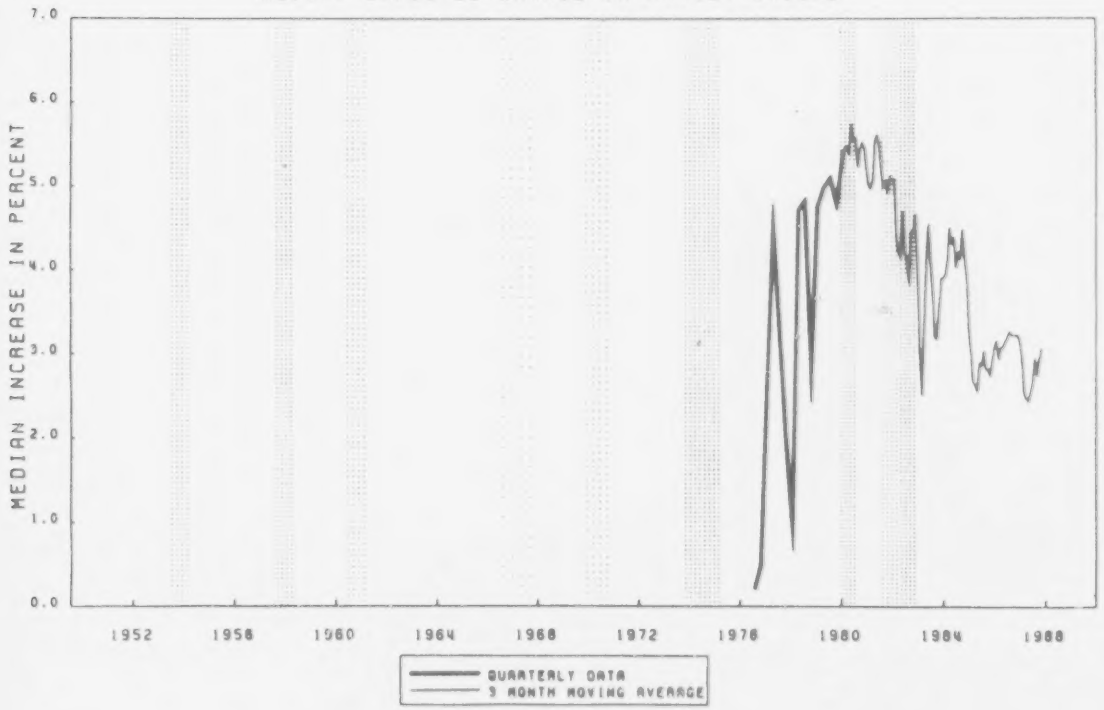


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
EXPECT INCREASE:													
1-4%	17%	18%	16%	15%	17%	15%	18%	21%	18%	17%	17%	15%	18%
5%	13	12	11	12	11	9	9	9	9	12	13	10	11
6-9%	9	8	8	5	7	8	8	10	7	6	6	9	8
10-24%	15	14	17	15	11	19	14	13	16	17	10	15	18
25% or more	6	6	6	6	5	5	6	5	6	8	6	5	7
DK how much up	4	4	4	6	6	4	3	4	4	4	5	6	2
EXPECT SAME	23	26	25	27	28	27	26	26	27	23	30	25	21
EXPECT DOWN	12	12	12	14	15	13	15	12	13	11	11	13	13
DK,NA	1	*	1	*	*	*	1	*	*	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE NEXT YEAR

CHART 9 - HISTORICAL SERIES

INCOME OR PRICES UP MORE NEXT YEAR

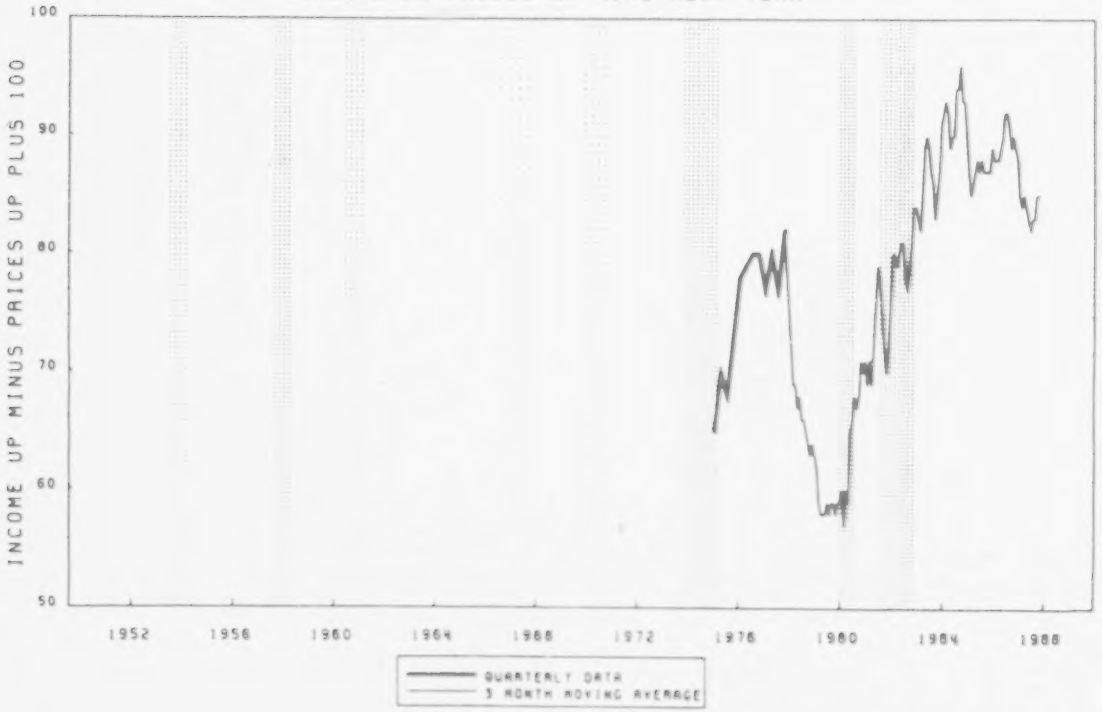


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
INCOME UP MORE	21%	19%	22%	20%	18%	21%	17%	17%	17%	21%	18%	20%	22%
INCOME UP SAME	47	45	41	42	44	44	48	44	47	42	42	45	43
PRICES UP MORE	30	34	35	36	36	33	34	38	34	35	38	32	35
DK,NA	2	2	2	2	2	2	1	1	2	2	2	3	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

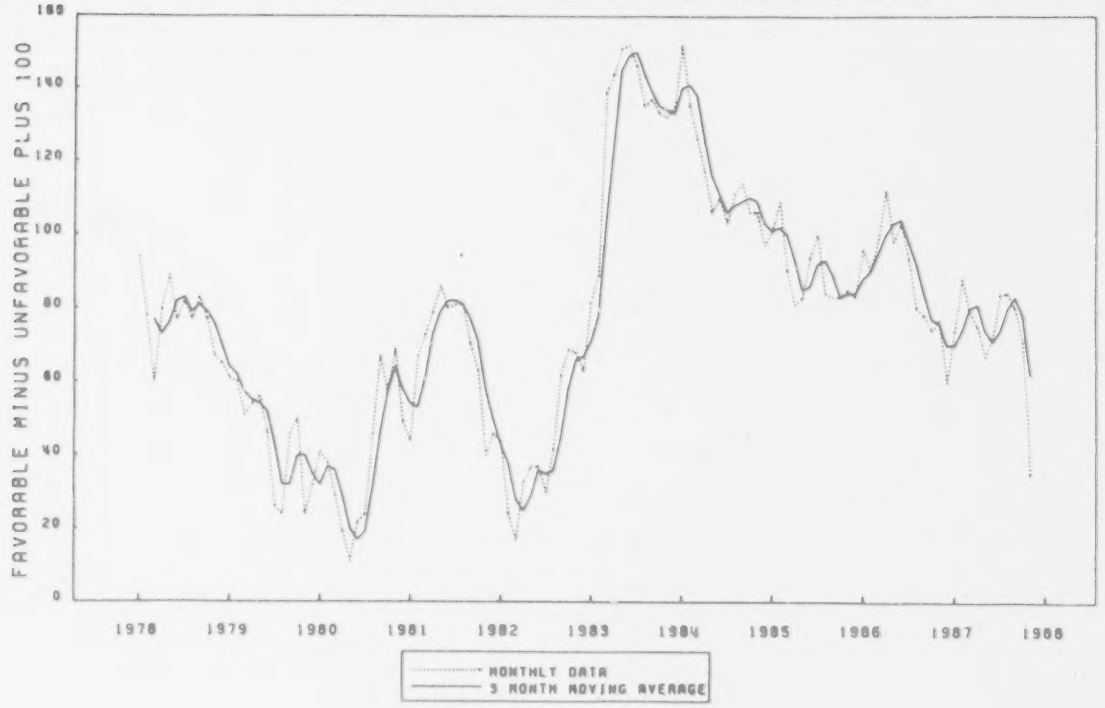


CHART 10 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

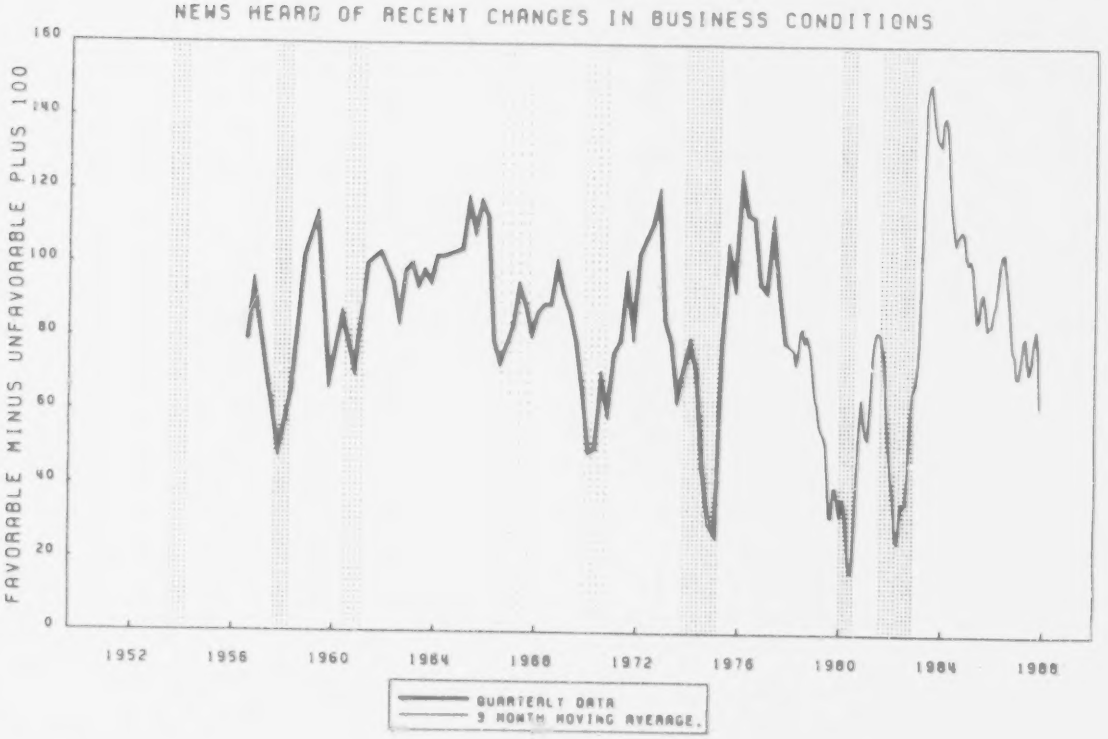


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
FAVORABLE NEWS	30%	22%	26%	36%	27%	27%	26%	29%	29%	32%	24%	25%	18%
UNFAVORABLE NEWS	53	62	52	48	48	52	59	57	45	48	44	54	83
NO MENTIONS	47	44	44	45	49	46	44	42	50	47	53	47	32

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

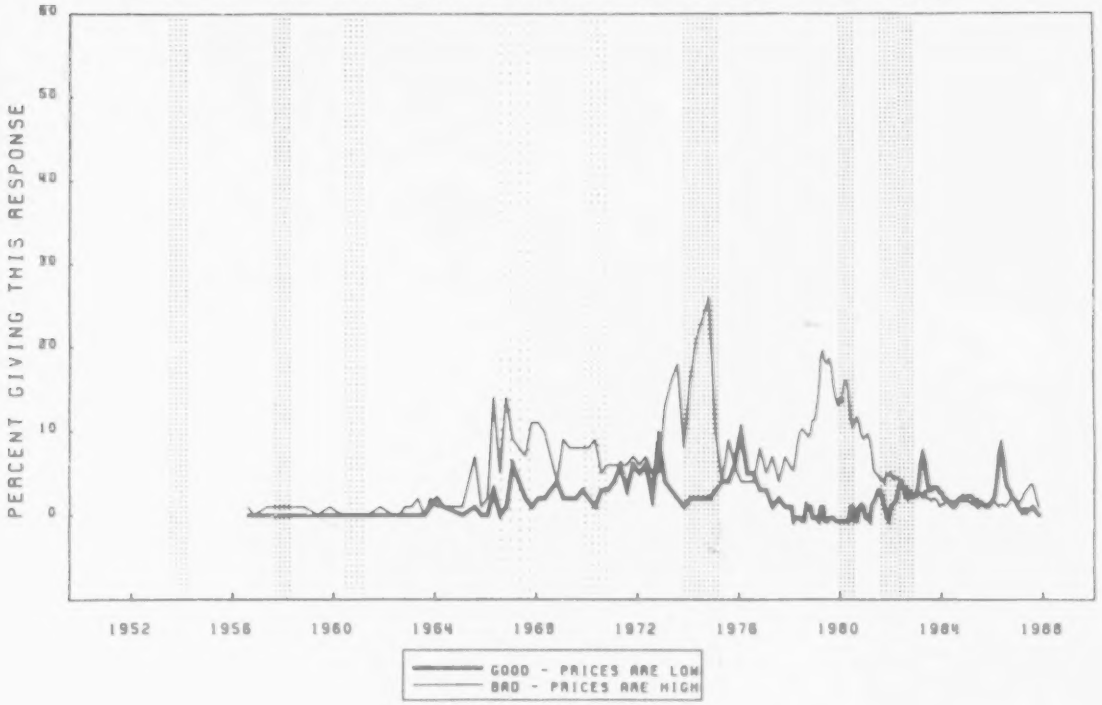


CHART 11B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

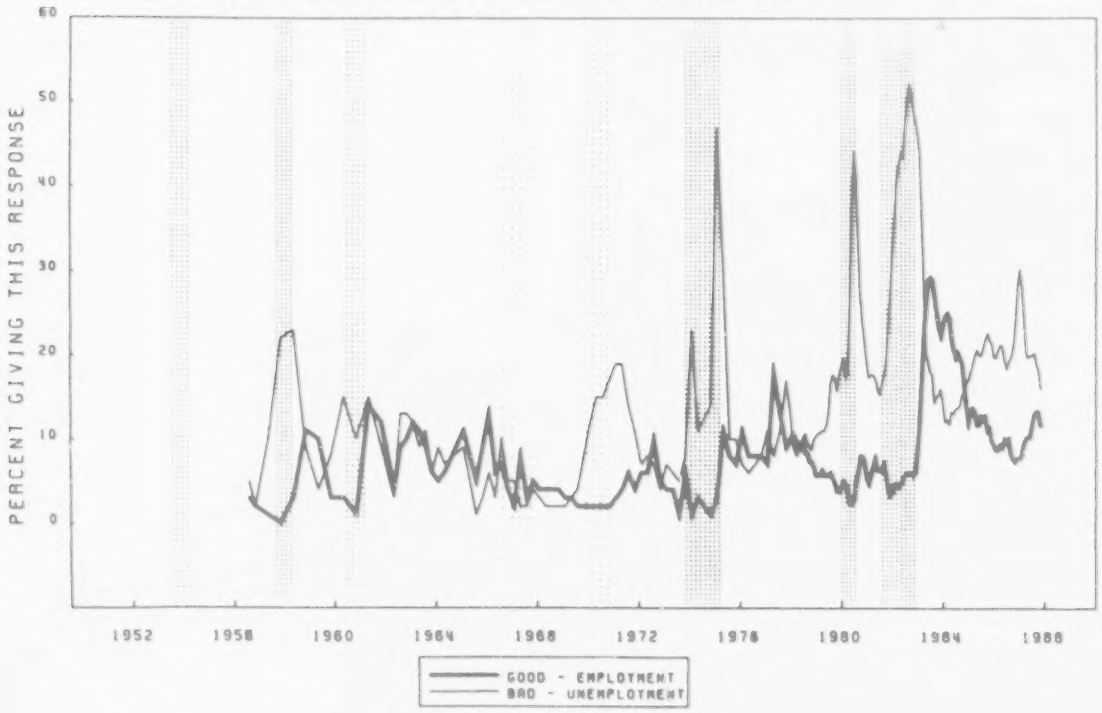


TABLE 11

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
FAVORABLE NEWS:													
Government; elections	3%	1%	2%	2%	2%	3%	1%	2%	2%	3%	1%	*	*
Employment	9	7	7	10	11	9	11	11	13	15	12	13	10
Higher consumer demand	2	2	3	3	1	1	1	2	*	1	*	1	1
Lower prices	2	1	*	1	*	1	*	1	1	1	*	*	*
Easier credit	5	5	5	6	4	2	3	3	2	1	1	1	1
Stock market	*	1	4	6	3	3	1	2	2	3	2	3	2
Trade deficit	*	*	1	3	1	3	2	2	2	1	1	1	1
UNFAVORABLE NEWS:													
Government; elections	6	8	9	5	7	7	7	7	5	5	3	5	6
Unemployment	29	33	29	23	20	18	21	21	18	22	17	16	15
Lower consumer demand	2	4	2	3	2	2	2	3	3	2	1	3	5
Higher prices	1	2	1	2	3	3	3	4	4	3	1	1	1
Tighter credit	1	1	1	1	1	4	6	7	4	2	5	6	5
Stock market	2	3	1	1	2	3	1	3	2	2	2	11	38
Trade deficit	2	2	3	4	3	7	7	4	6	3	4	4	5

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 12 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

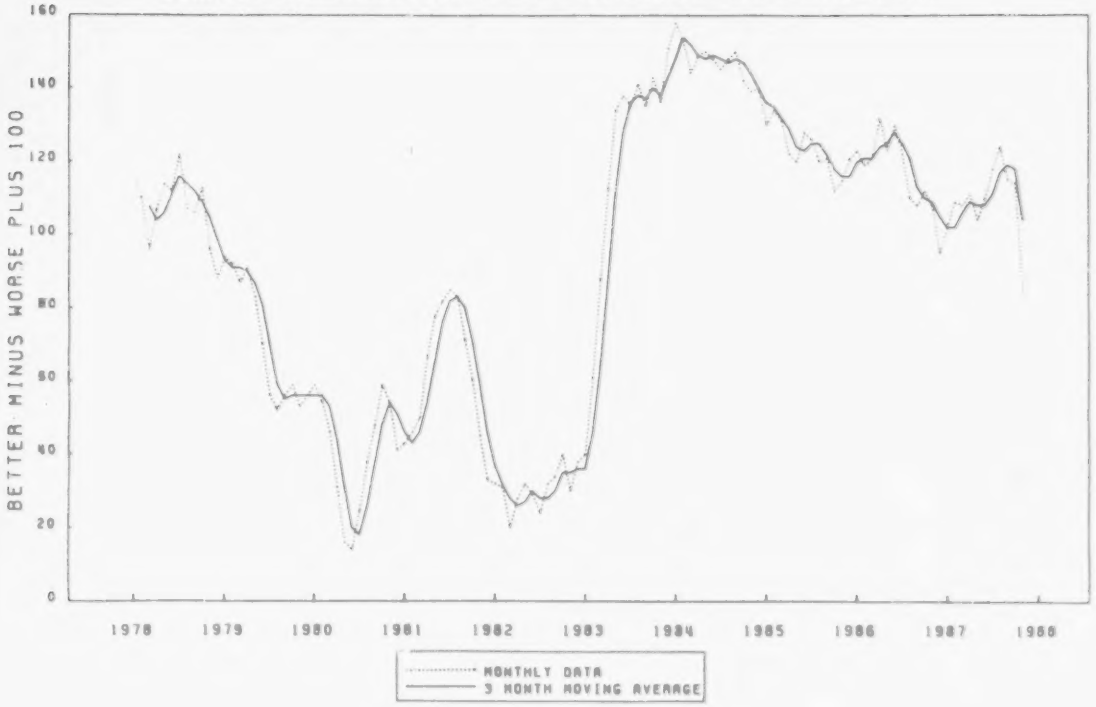


CHART 12 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

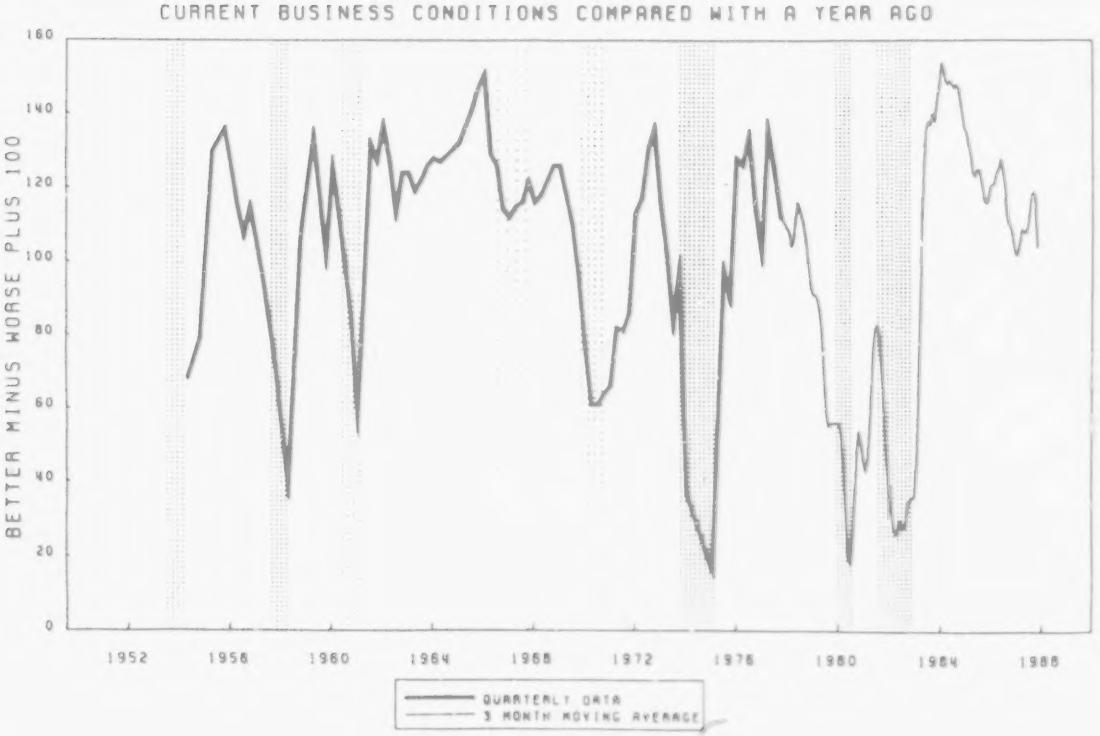


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
BETTER NOW	45%	40%	43%	47%	45%	46%	43%	46%	50%	54%	49%	49%	33%
SAME	16	13	14	14	17	17	16	16	16	14	14	14	16
WORSE NOW	37	45	41	38	37	35	39	36	32	30	34	35	50
DK,NA	2	2	2	1	1	2	2	2	2	2	3	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

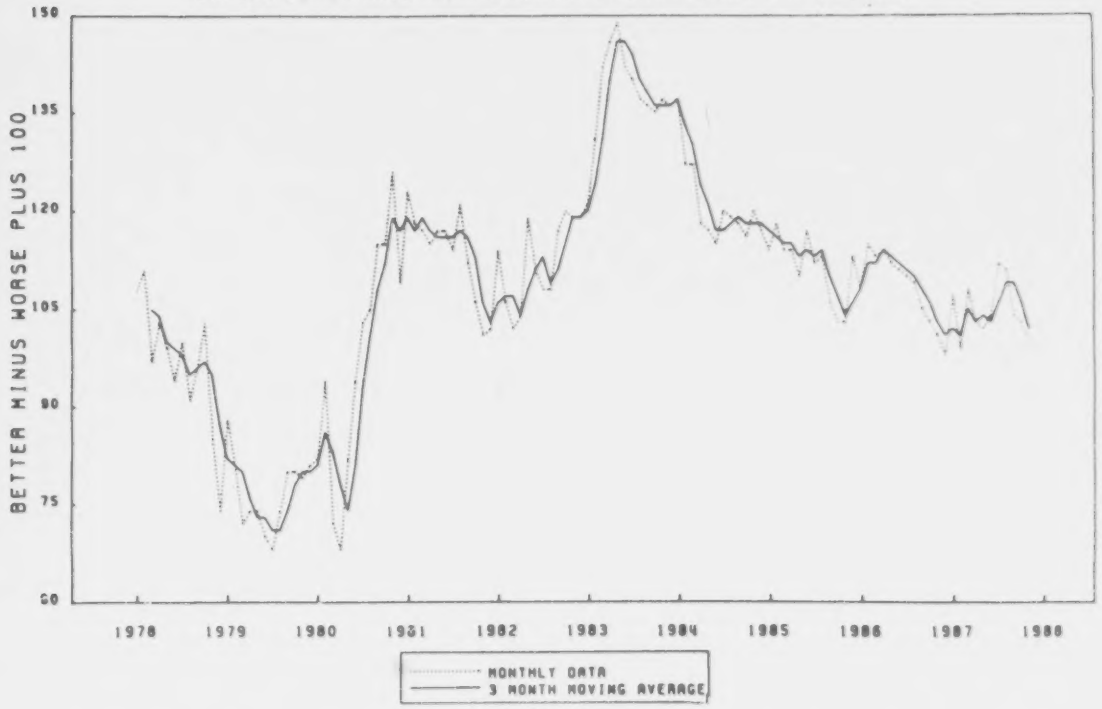


CHART 13 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

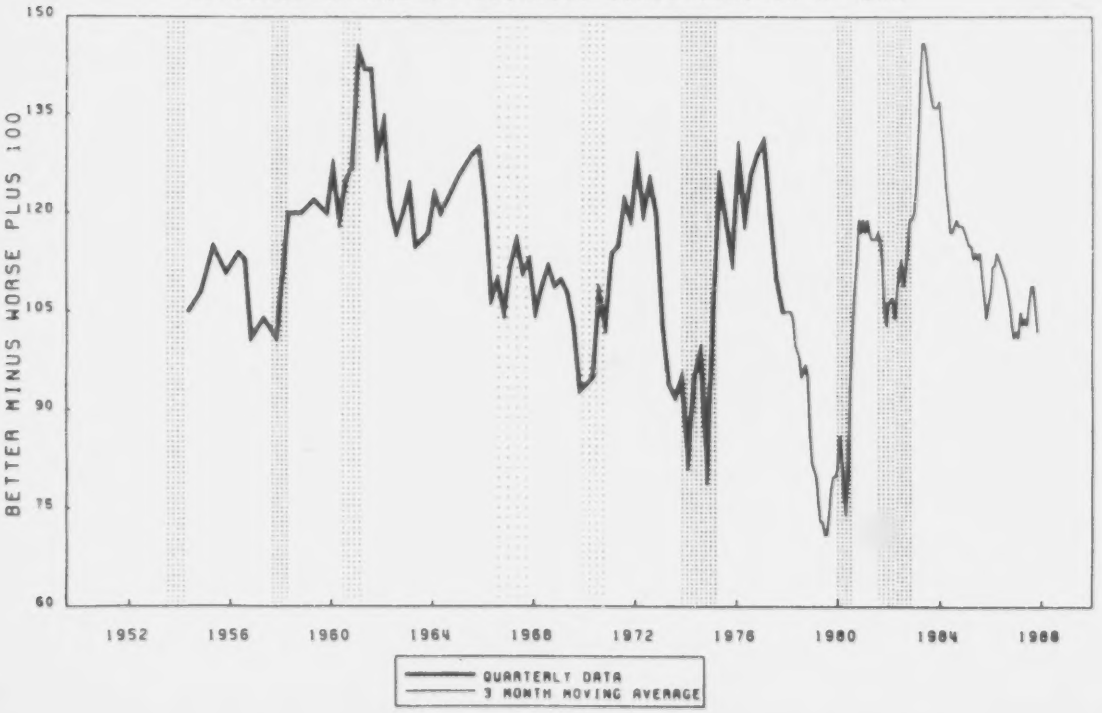


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
BETTER	20%	20%	24%	22%	22%	21%	22%	23%	26%	25%	21%	22%	23%
SAME	59	56	58	54	61	60	57	57	56	57	58	57	52
WORSE	19	22	17	23	14	18	20	19	14	14	17	19	23
DK,NA	2	2	1	1	3	1	1	1	4	4	4	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

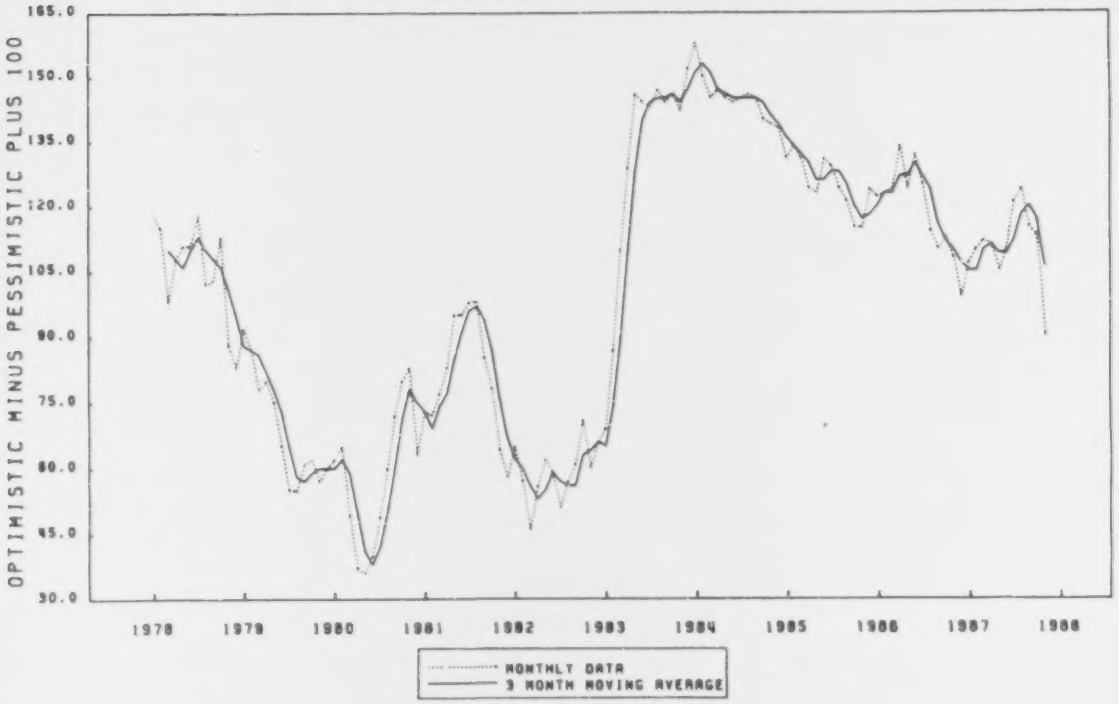


CHART 14 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

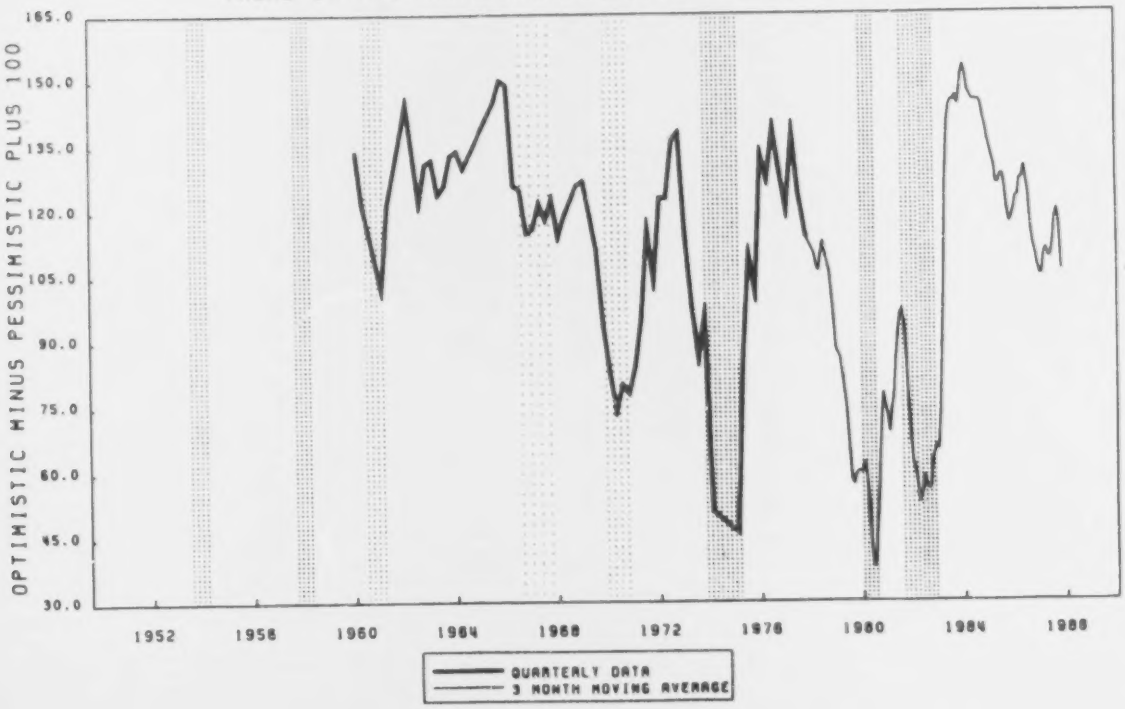


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
TREND:													
Continuous increase (a)	12%	12%	15%	14%	13%	13%	12%	14%	17%	19%	14%	16%	10%
Intermittant increase (b)	30	27	27	32	32	30	28	28	33	33	32	29	22
Remain unchanged (c)	10	10	10	7	11	11	10	11	9	9	9	10	10
Intermittant decline (d)	23	23	24	21	23	22	24	21	19	20	21	21	26
Continuous decline (e)	11	17	11	15	10	10	11	11	10	8	10	11	16
Mixed change (f)	11	7	10	9	7	10	12	12	7	6	9	10	14
DK,NA	3	4	3	2	4	4	3	3	5	5	5	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

CHART 15 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

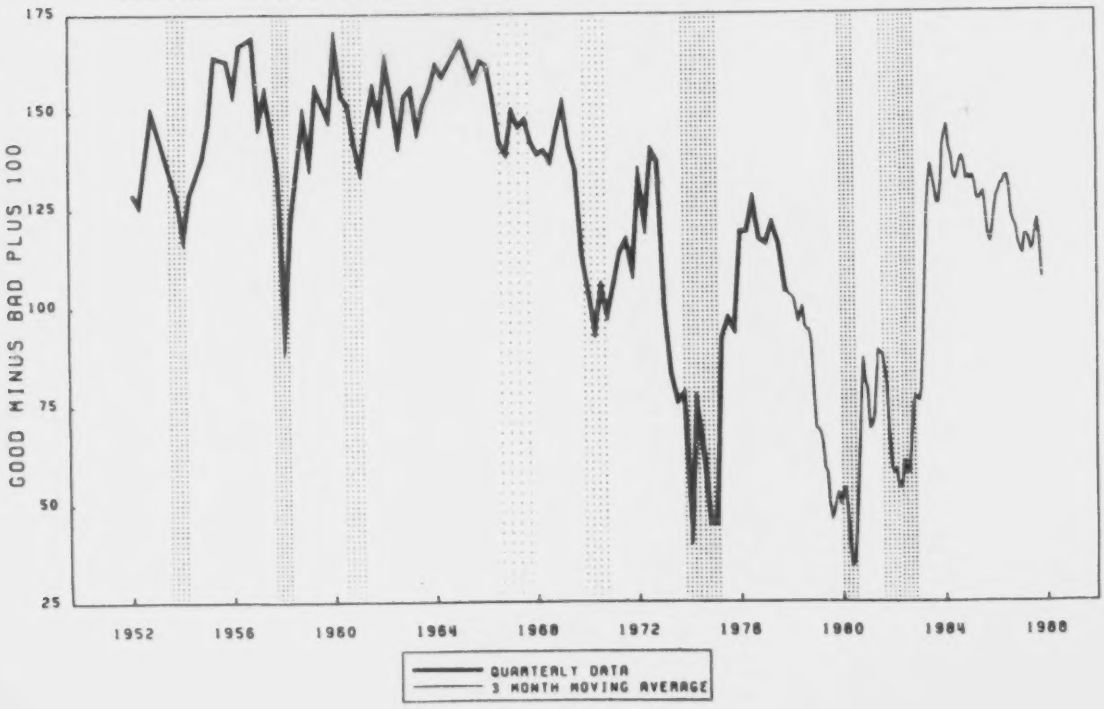


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
GOOD TIMES	53%	45%	53%	53%	55%	51%	51%	50%	51%	55%	51%	43%	38%
UNCERTAIN; GOOD & BAD	3	2	3	1	2	2	1	2	2	3	5	3	2
BAD TIMES	33	41	36	36	34	35	37	37	33	30	29	38	45
DON'T KNOW	5	5	4	5	5	8	5	5	7	7	7	7	8
NOT ASCERTAINED	6	7	4	5	4	4	6	6	7	5	8	9	7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

CHART 16 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

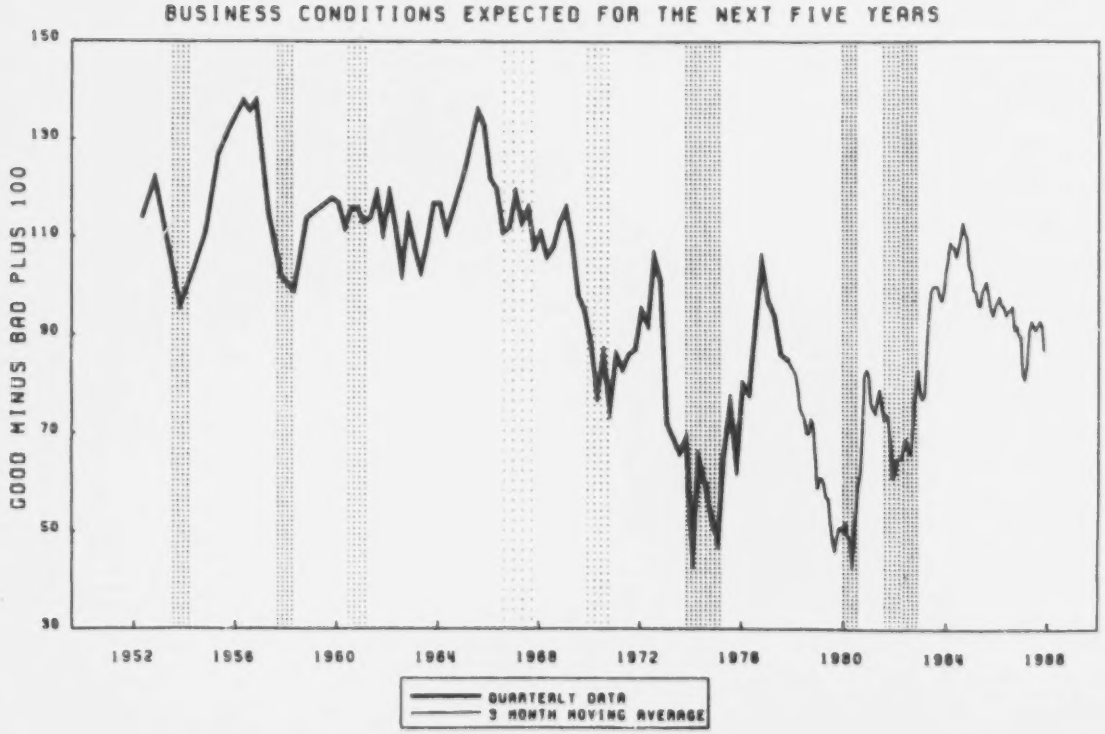


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
GOOD TIMES	35%	33%	30%	34%	39%	41%	36%	37%	36%	36%	37%	36%	31%
UNCERTAIN; GOOD & BAD	14	13	13	12	10	9	13	9	15	16	13	12	13
BAD TIMES	48	50	53	50	47	44	47	48	42	43	45	46	51
NOT ASCERTAINED	3	4	4	4	4	6	4	6	7	5	5	6	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

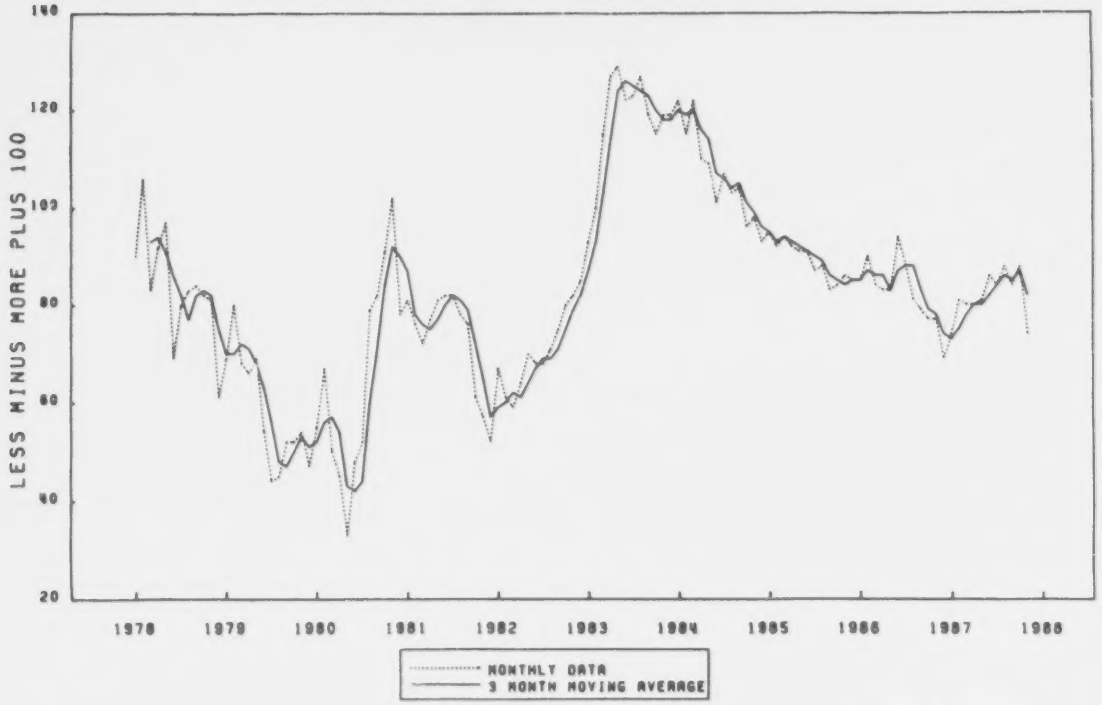


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

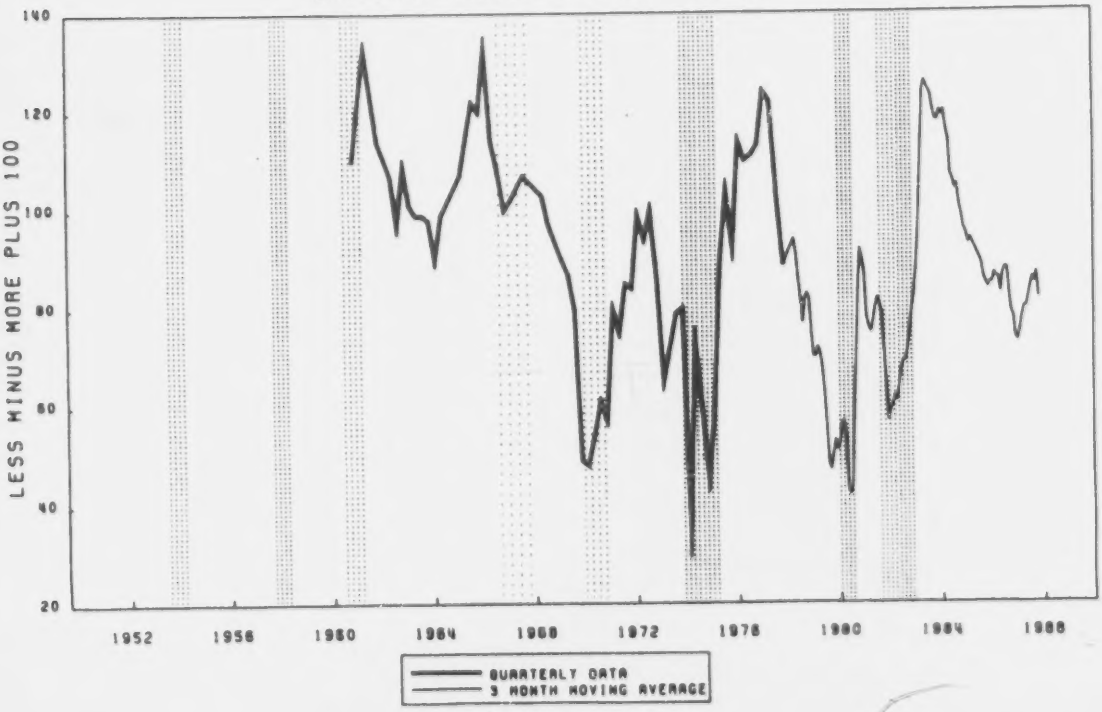


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
LESS	11%	11%	12%	14%	15%	13%	13%	16%	14%	15%	13%	17%	10%
SAME	54	46	49	52	48	52	53	52	55	56	57	52	53
MORE	34	42	38	33	35	33	32	30	30	27	29	29	36
DK,NA	1	1	1	1	2	2	2	2	1	2	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

CHART 18 - RECENT CHANGES

EXPECTED CHANGE IN INTEREST RATES

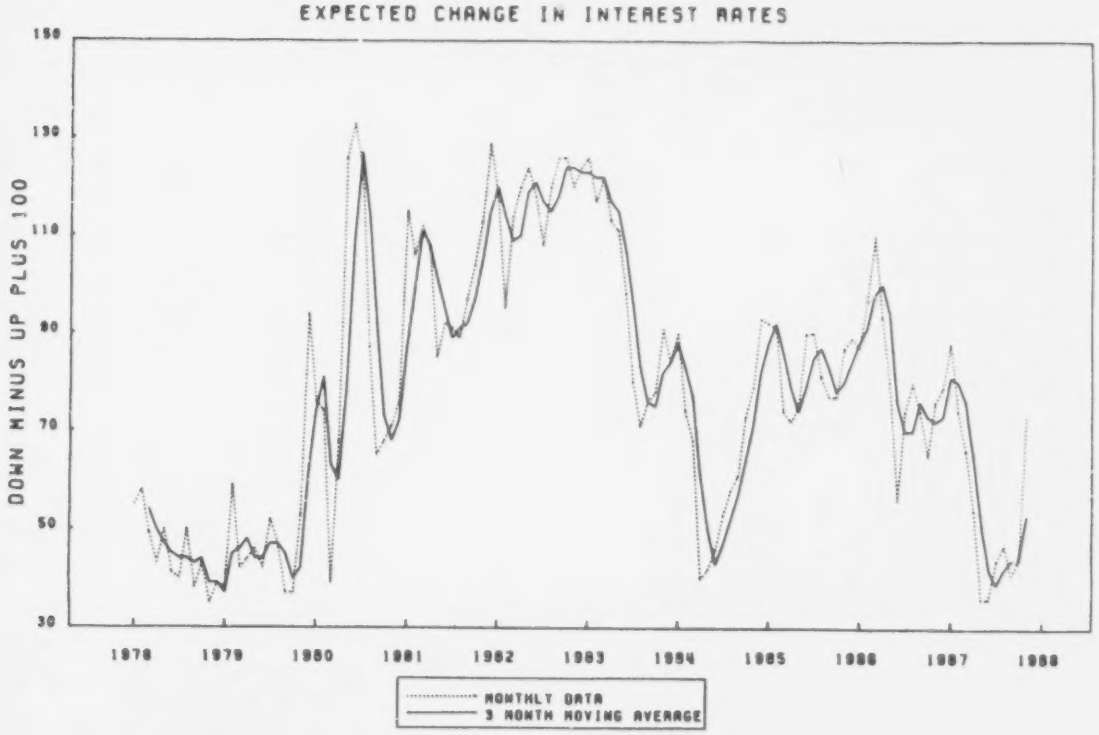


CHART 18 - HISTORICAL SERIES

EXPECTED CHANGE IN INTEREST RATES

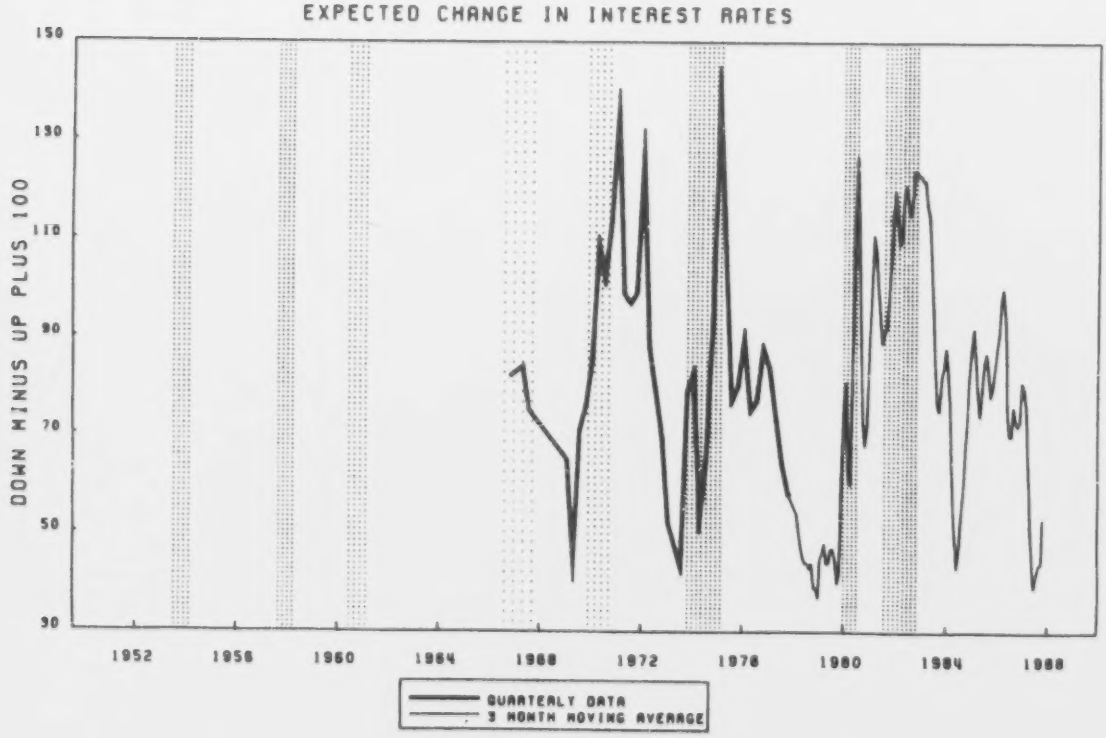


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
GO UP	43%	41%	37%	43%	49%	57%	71%	69%	64%	62%	66%	67%	49%
STAY THE SAME	37	37	35	38	33	29	21	24	26	27	24	20	26
GO DOWN	19	20	25	17	15	11	7	5	8	9	7	11	22
DK,NA	1	2	3	2	3	3	1	2	2	2	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

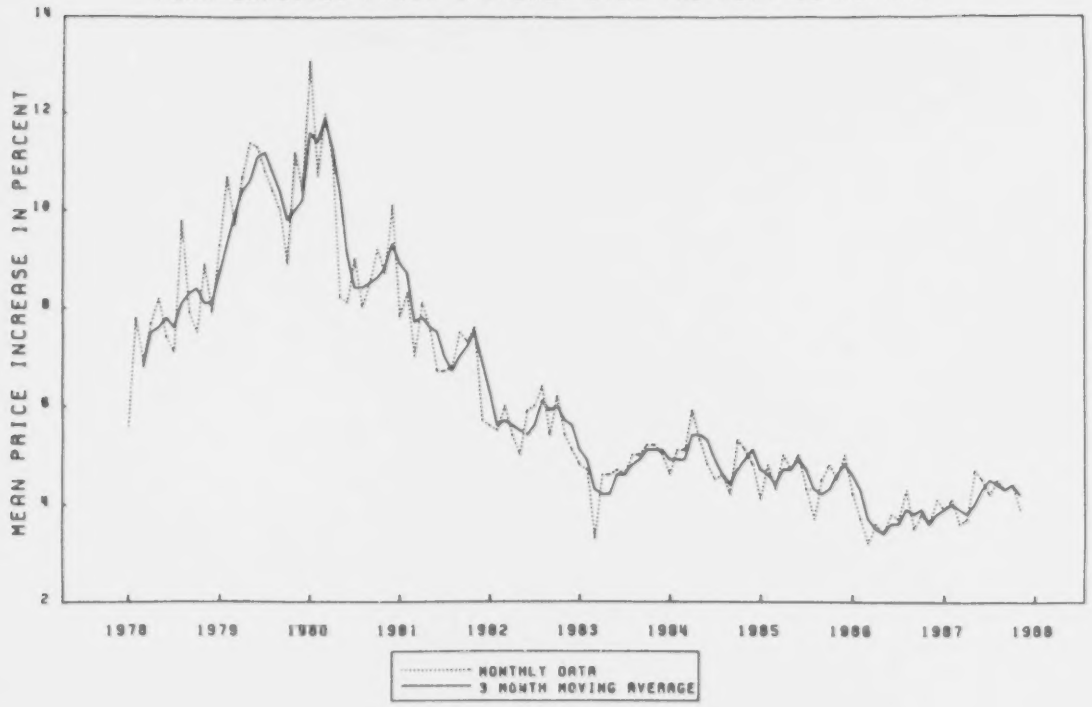


CHART 19 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

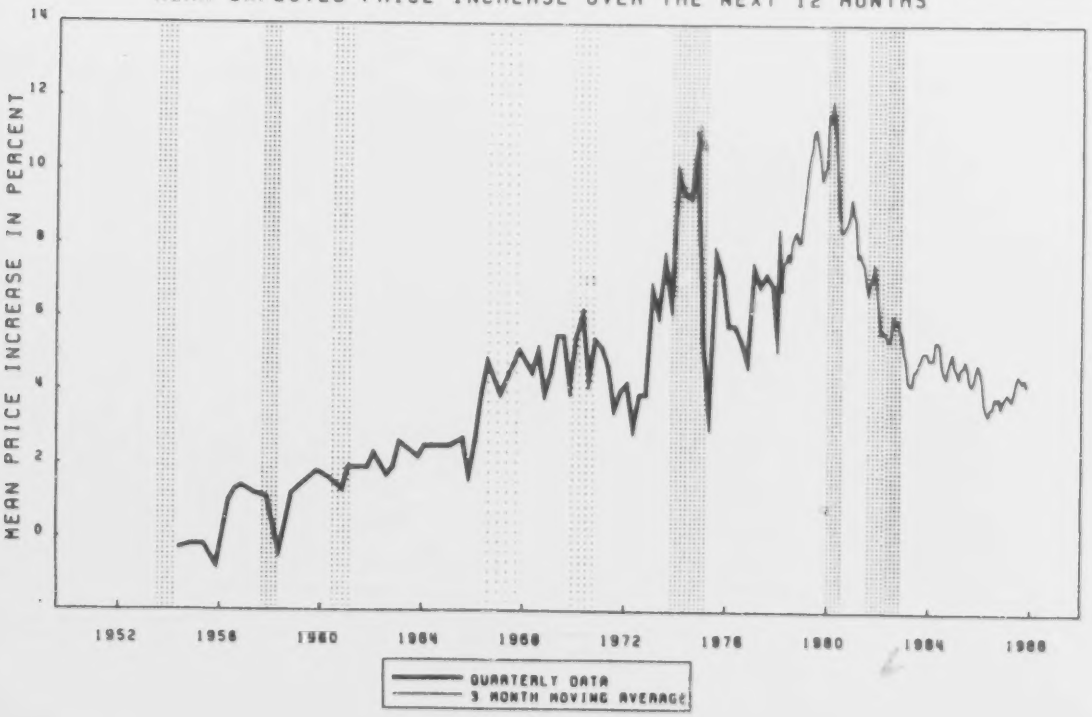


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
SAME OR DOWN	22%	20%	20%	21%	21%	19%	15%	14%	17%	13%	17%	15%	20%
WILL GO UP BY:													
1-2%	19	18	18	17	19	19	18	18	20	20	20	18	16
3-4%	25	23	24	21	21	23	23	25	23	25	24	23	22
5%	15	17	14	18	18	16	18	17	16	17	16	20	20
6-9%	6	7	6	5	6	8	10	7	7	8	6	7	8
10-14%	7	6	7	9	5	7	7	8	9	6	7	8	5
15% or more	2	4	4	4	3	2	4	4	3	4	3	3	4
DK how much up	3	4	6	5	6	6	4	6	4	6	5	5	4
DK,NA	1	1	1	*	1	*	1	1	1	1	2	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	3.6	4.1	3.9	4.1	3.6	3.7	4.7	4.5	4.2	4.5	4.3	4.4	3.9
VARIANCE	28	32	25	26	18	21	36	27	28	32	41	28	25
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

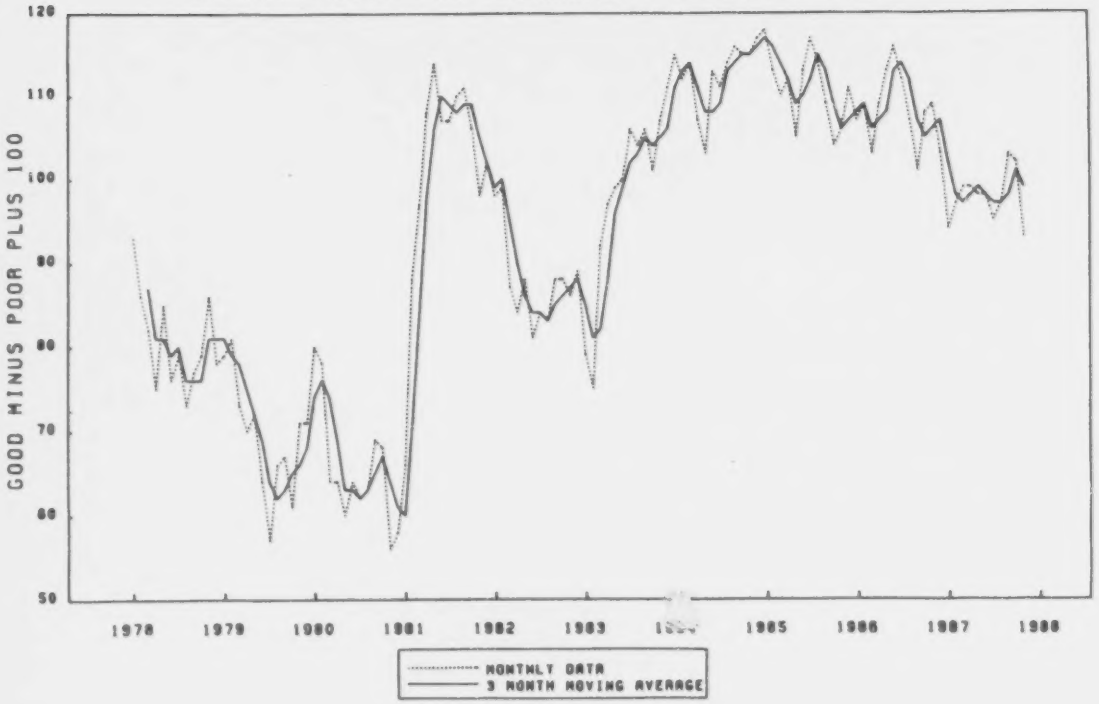


CHART 20 - HISTORICAL SERIES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

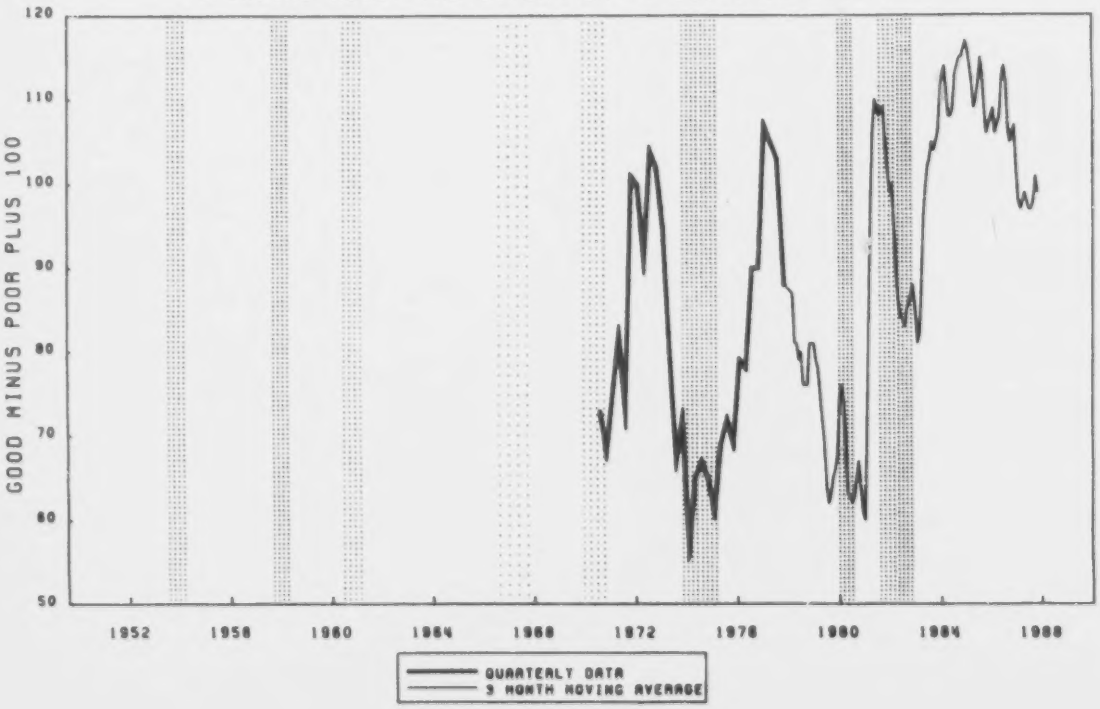


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
A GOOD JOB	28%	26%	20%	23%	23%	21%	21%	23%	21%	23%	23%	25%	18%
ONLY FAIR	51	49	52	49	52	55	55	49	52	48	54	48	54
A POOR JOB	19	23	26	26	24	22	23	25	26	26	20	23	25
DK,NA	2	2	2	2	1	2	1	3	1	3	3	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 21 - RECENT CHANGES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

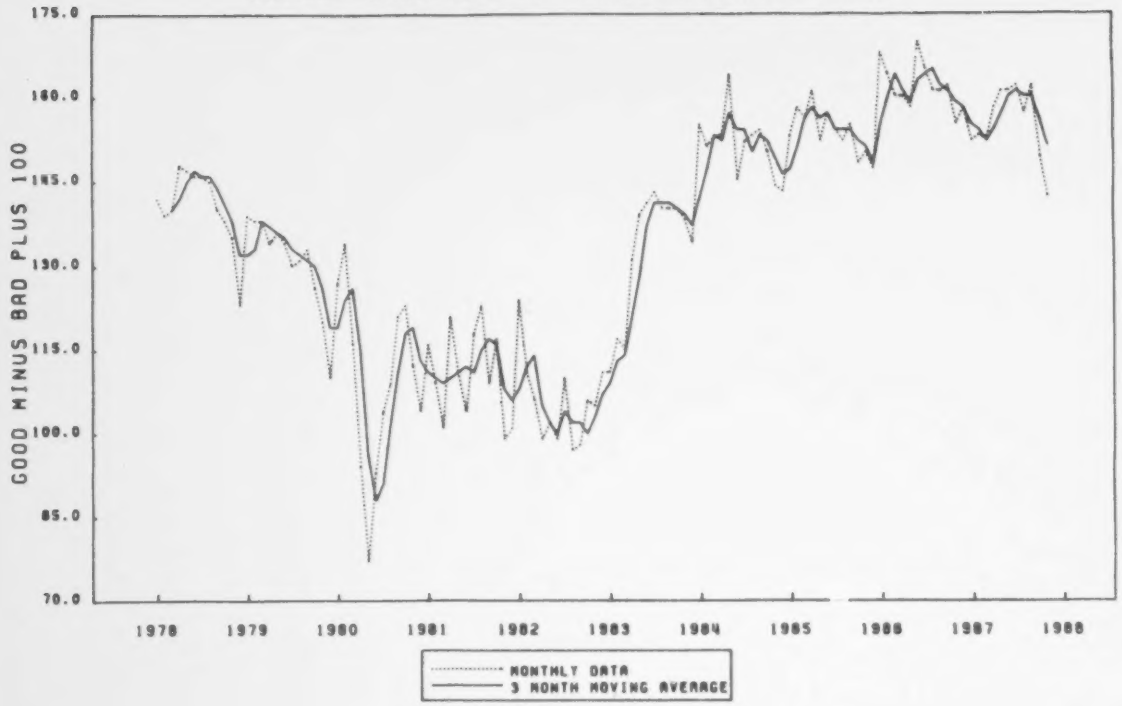


CHART 21 - HISTORICAL SERIES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

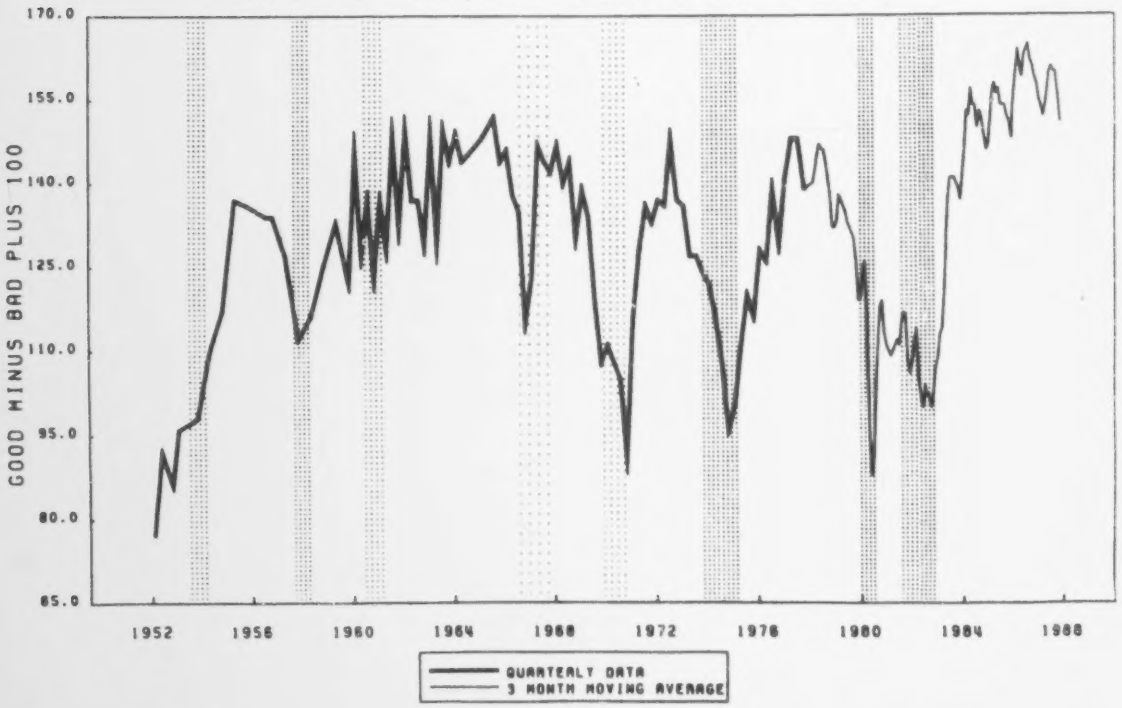


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
GOOD TIME TO BUY	72%	75%	72%	73%	71%	74%	76%	76%	76%	74%	75%	69%	66%
UNCERTAIN, DEPENDS	11	8	8	7	10	10	9	9	10	9	12	11	10
BAD TIME TO BUY	17	17	20	20	19	16	15	15	14	17	13	20	24
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

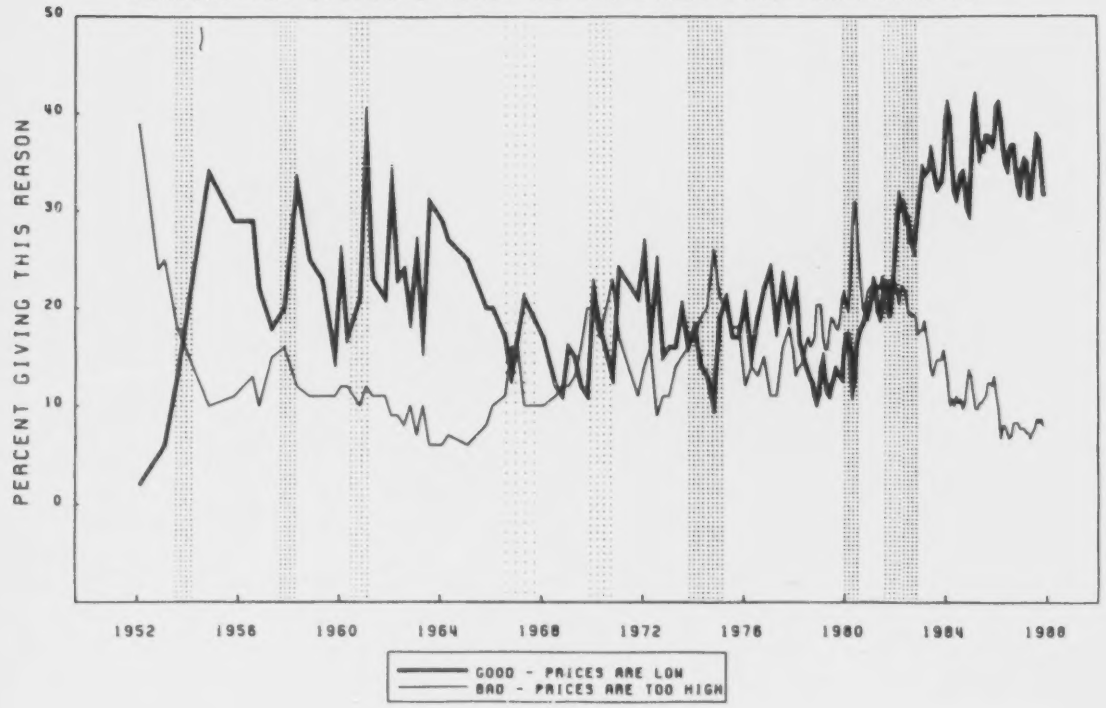


CHART 22B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

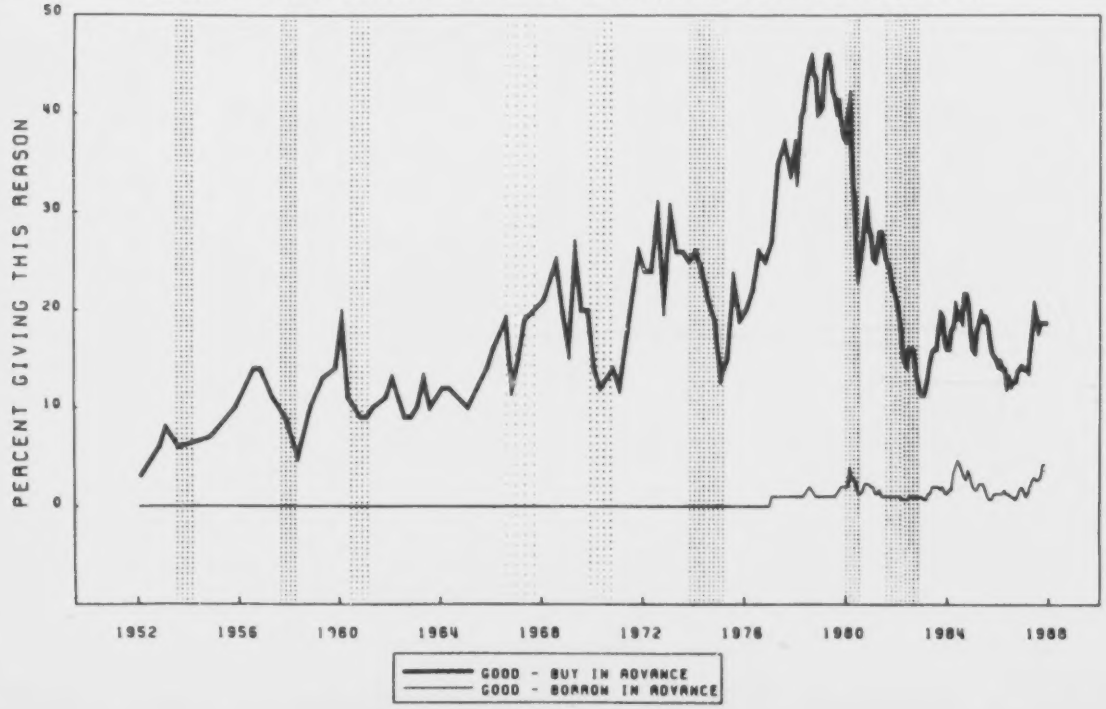


TABLE 22

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
GOOD TIME TO BUY:													
Prices are low; good buys available	30%	33%	40%	33%	32%	29%	33%	38%	37%	38%	37%	28%	30%
Prices won't come down; are going higher	14	15	13	14	14	20	20	21	17	16	23	17	16
Interest rates low	22	17	19	20	21	18	16	12	11	15	11	9	11
Borrow-in-advance rates	3	1	1	1	2	3	3	3	2	3	4	6	3
Times are good; prosperity	6	5	6	6	6	7	6	5	6	6	6	7	4
BAD TIME TO BUY:													
Prices are high	8	8	7	8	7	7	6	9	8	9	8	9	7
Interest rates are high; credit is tight	3	2	3	4	4	3	3	3	3	4	4	4	8
Times are bad; can't afford to buy	5	4	7	5	6	4	3	4	3	5	2	6	4
Bad times ahead; uncertain future	3	3	1	2	2	1	2	2	2	1	1	4	10

Responses to the query: "Why do you say so?" following the question on table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

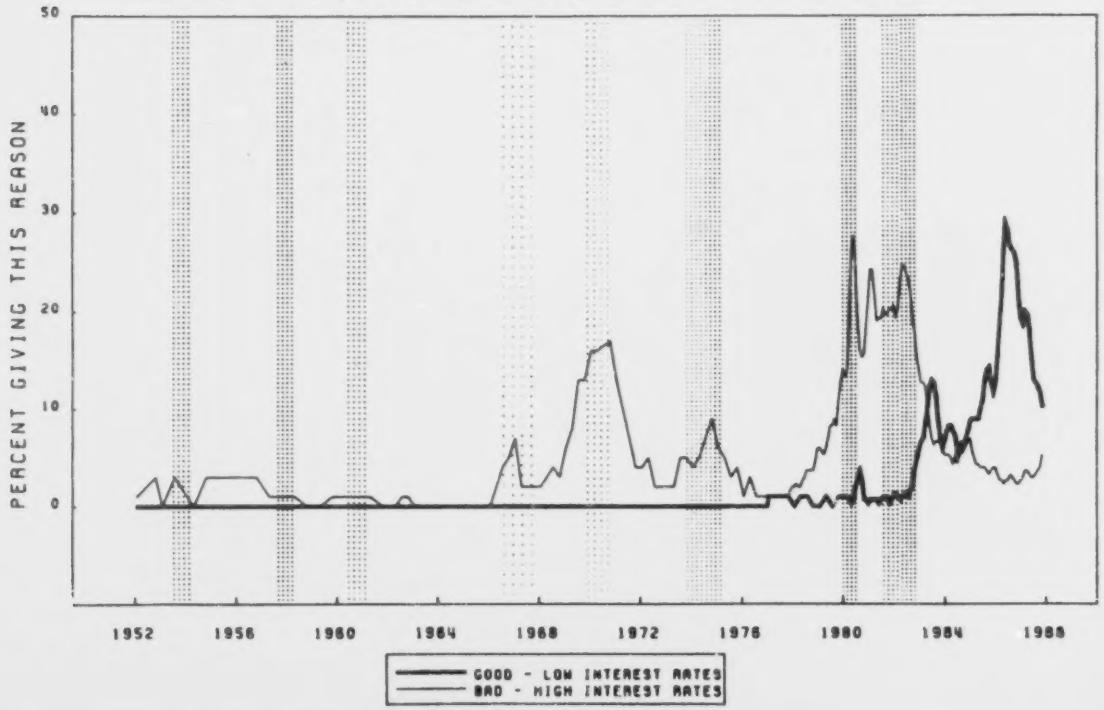


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

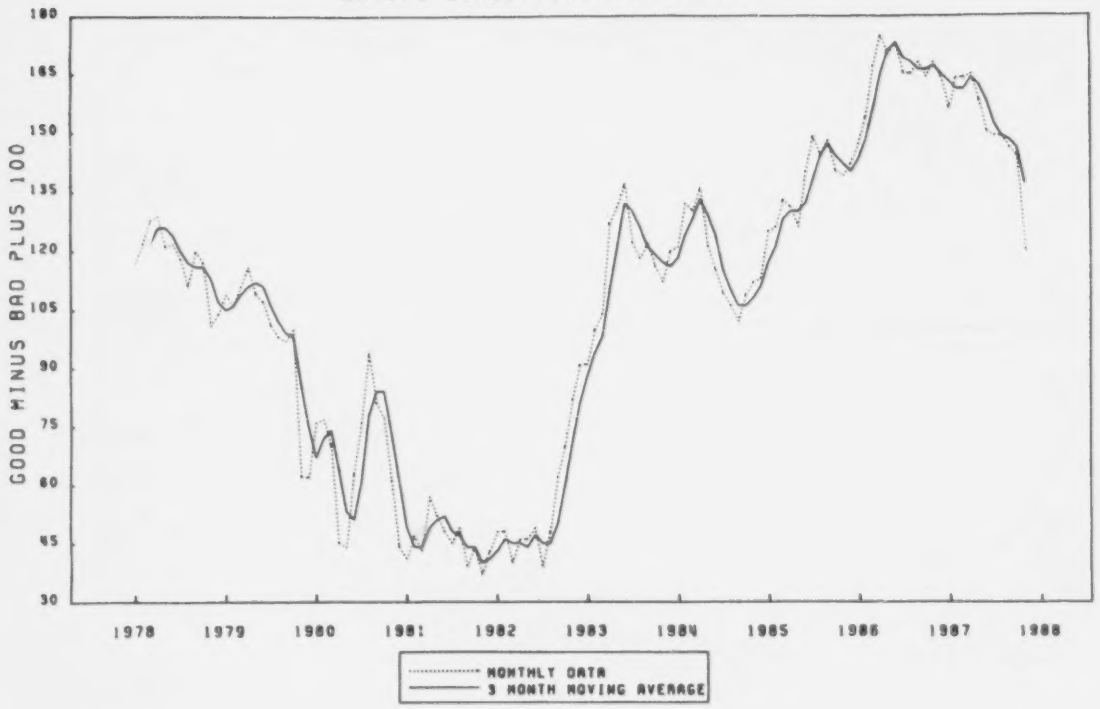


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

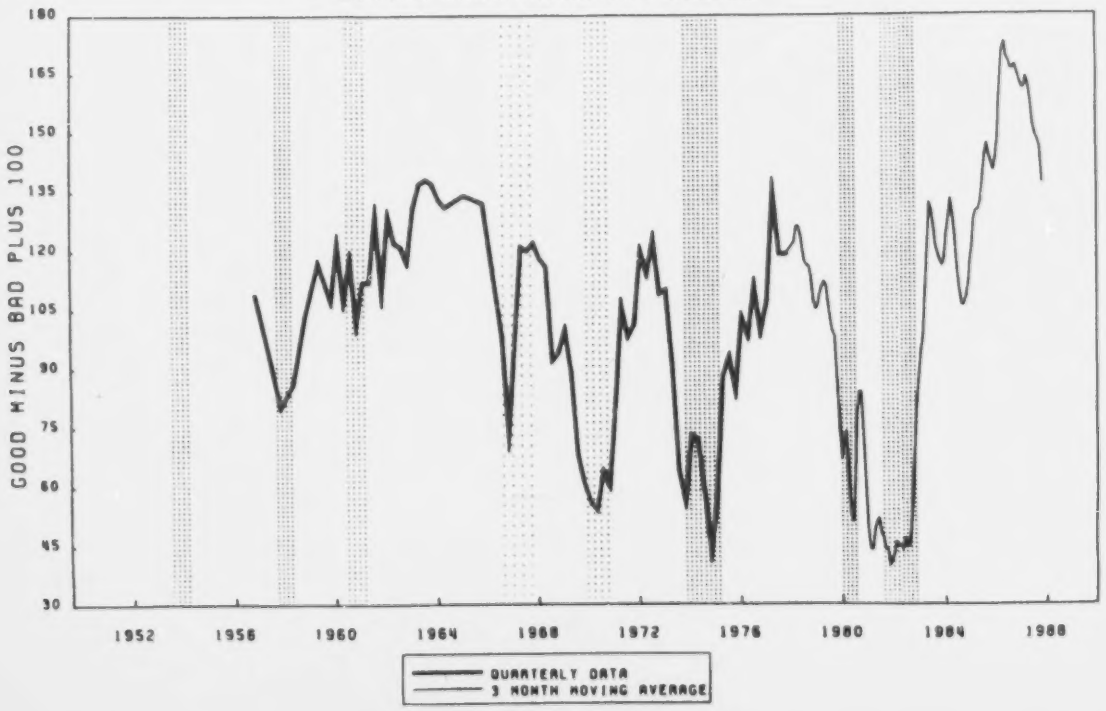


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
GOOD TIME TO BUY	83%	80%	76%	81%	80%	82%	77%	73%	72%	73%	71%	70%	58%
UNCERTAIN, DEPENDS	2	4	4	2	4	1	4	4	5	3	4	4	4
BAD TIME TO BUY	15	16	20	17	16	17	19	23	23	24	25	26	38
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

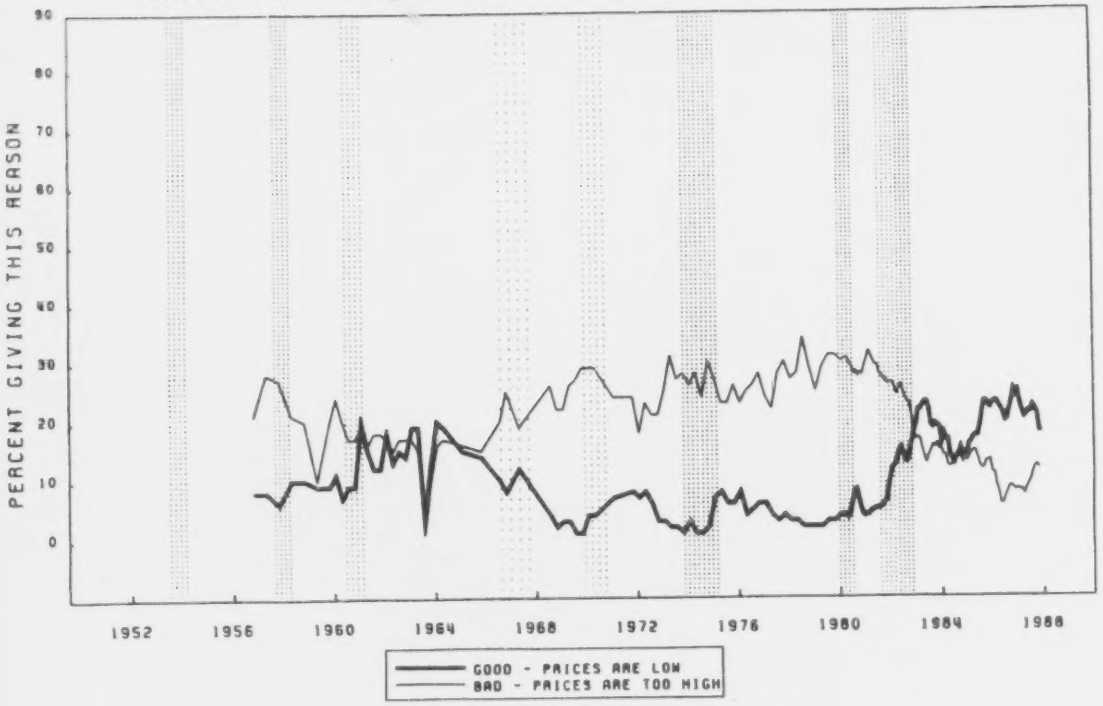


CHART 24B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

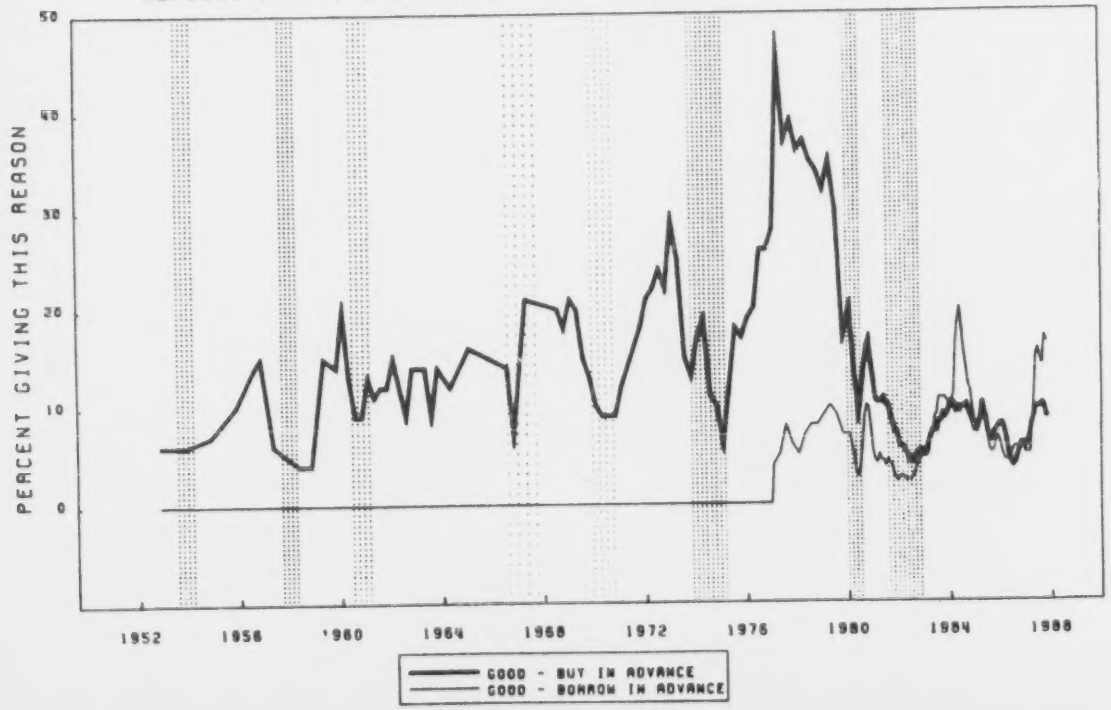


TABLE 24

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
GOOD TIME TO BUY:													
Prices are low; good buys available	27%	23%	24%	21%	19%	21%	22%	21%	21%	25%	19%	19%	16%
Prices won't come down; are going higher	6	6	5	7	8	9	9	11	9	9	12	8	6
Interest rates low	69	68	65	68	66	60	50	45	46	44	37	33	32
Borrow-in-advance rates	6	5	4	6	5	11	16	18	13	13	16	22	11
Good investment	5	6	6	3	6	7	5	5	6	7	7	6	7
Times are good; prosperity	3	1	1	2	5	2	4	2	4	2	5	3	3
BAD TIME TO BUY:													
Prices are high	7	8	10	6	8	8	9	10	10	13	13	11	11
Interest rates are high; credit is tight	5	5	7	6	6	4	9	12	12	10	13	18	19
Times are bad; can't afford to buy	5	4	8	5	6	5	5	5	4	5	5	7	5
Bad times ahead; uncertain future	3	3	1	3	1	3	2	3	1	3	3	4	13

Responses to the query: "Why do you say so?" following the question on Table 23.

+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

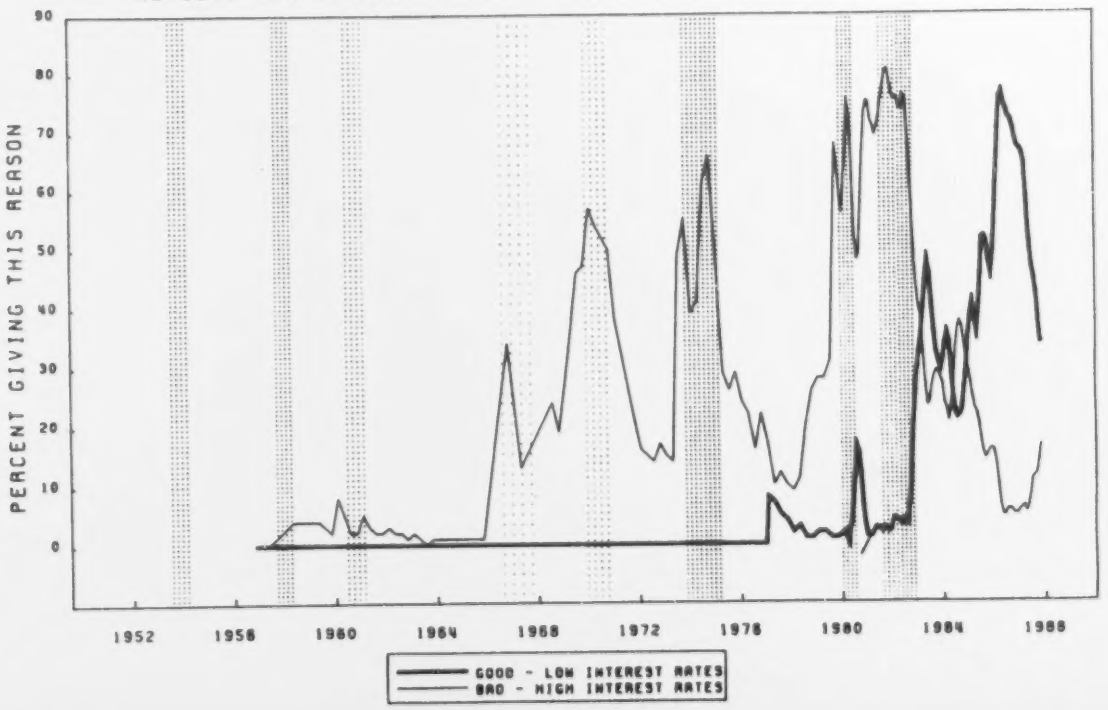


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

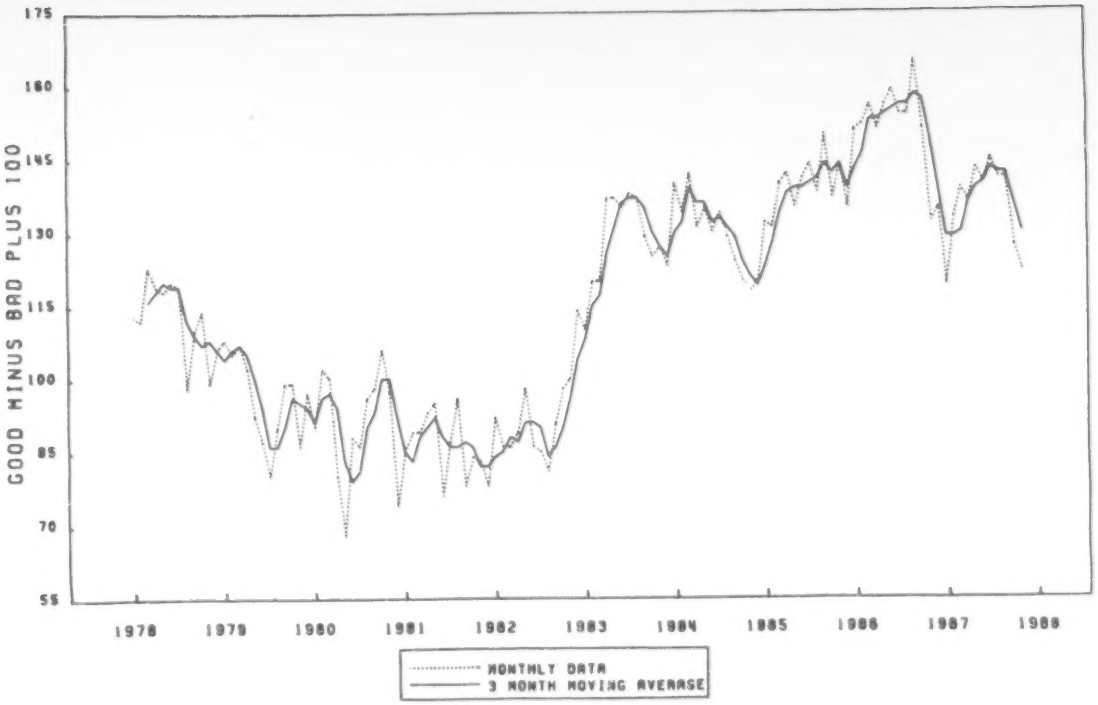


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

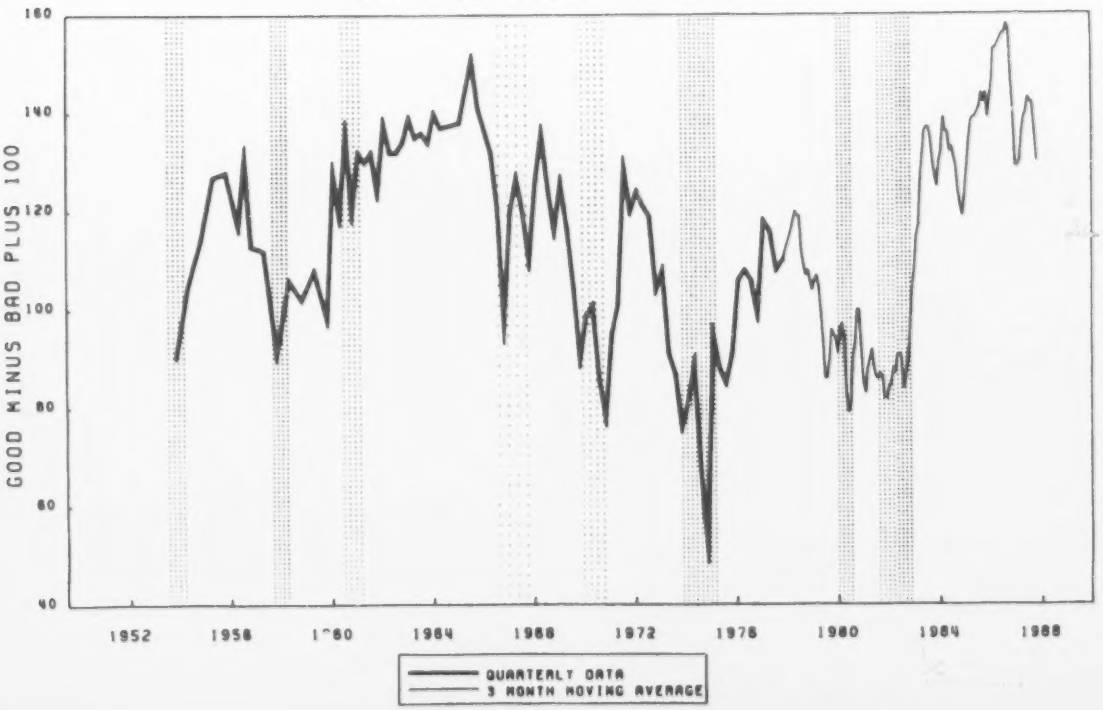


TABLE 25

BUYING CONDITIONS FOR CARS

	Nov. 1986	Dec. 1986	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
GOOD TIME TO BUY	63%	64%	55%	62%	66%	64%	67%	65%	67%	66%	66%	58%	57%
UNCERTAIN; DEPENDS	6	7	9	9	7	8	9	10	11	9	9	11	8
BAD TIME TO BUY	31	29	36	29	27	28	24	25	22	25	25	31	35
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	656	653	655	657	652	652	651	654	651	654	650	500	501

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

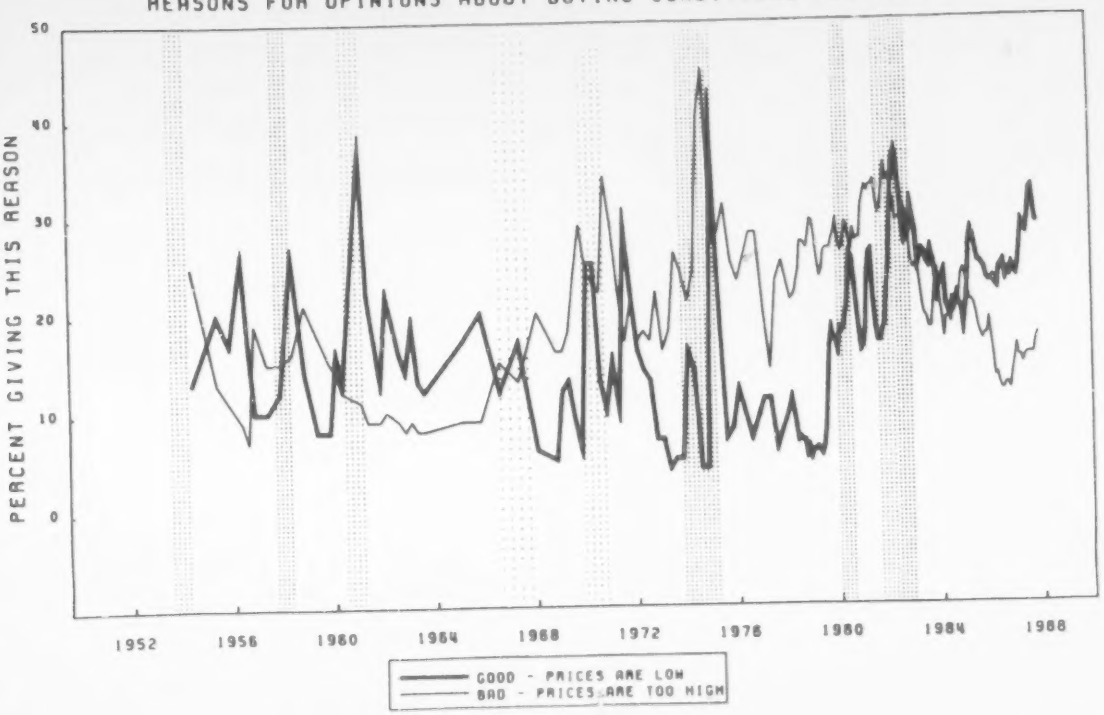


CHART 26B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

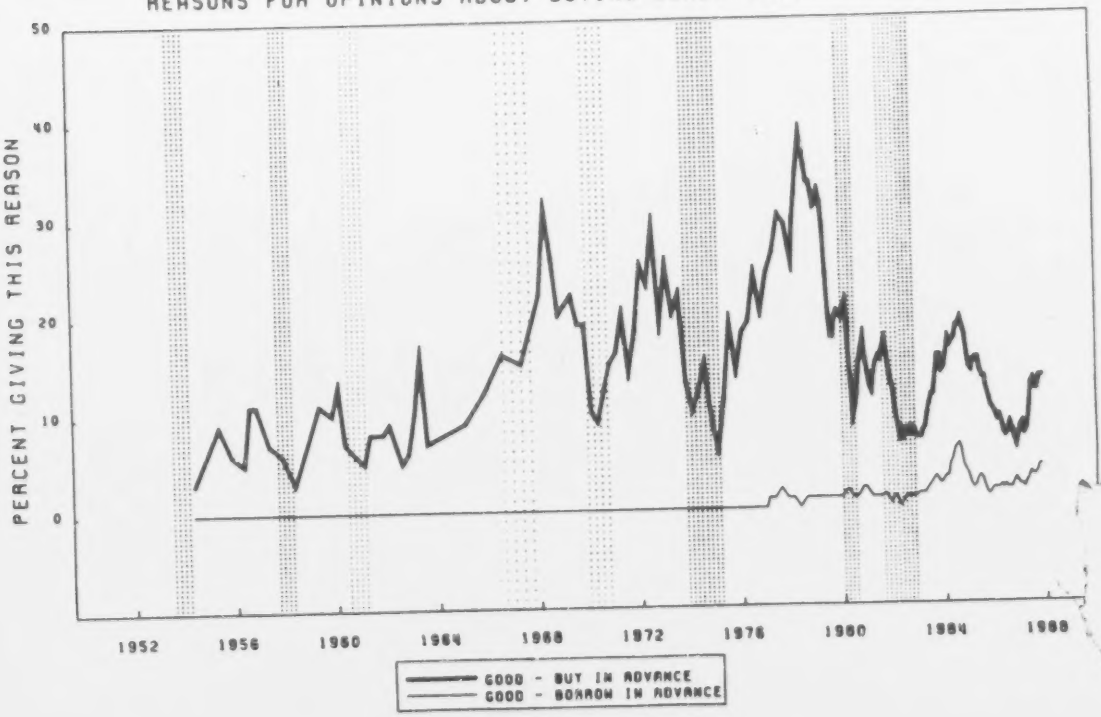


TABLE 26

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Nov. 1986	Dec. 1987	Jan. 1987	Feb. 1987	Mar. 1987	Apr. 1987	May 1987	June 1987	July 1987	Aug. 1987	Sept 1987	Oct. 1987	Nov. 1987
GOOD TIME TO BUY:													
Prices are low; good buys available	26%	23%	21%	29%	29%	28%	27%	28%	32%	36%	29%	26%	31%
Prices won't come down; are going higher	7	9	8	8	6	9	13	15	10	10	15	14	10
Interest rates low	42	43	32	36	43	37	37	35	28	35	36	22	21
Borrow-in-advance rates	2	2	2	2	1	4	3	3	3	3	4	5	3
Times are good; prosperity	2	1	3	2	1	3	2	*	3	2	2	4	2
New fuel efficient models	*	*	1	*	*	1	*	1	1	*	*	*	*
BAD TIME TO BUY:													
Prices are high	17	15	17	13	15	15	15	16	15	15	16	19	17
Interest rates are high; credit is tight	9	4	6	4	4	2	6	5	5	5	4	7	10
Times are bad; can't afford to buy	3	3	5	3	3	3	3	3	3	3	3	3	4
Bad times ahead; uncertain future	1	1	1	3	2	2	2	1	1	*	1	3	9
Price of gas; shortages	*	*	*	*	*	*	*	*	1	1	1	*	*
Poor selection; quality	2	2	2	2	2	3	3	2	3	5	4	2	2

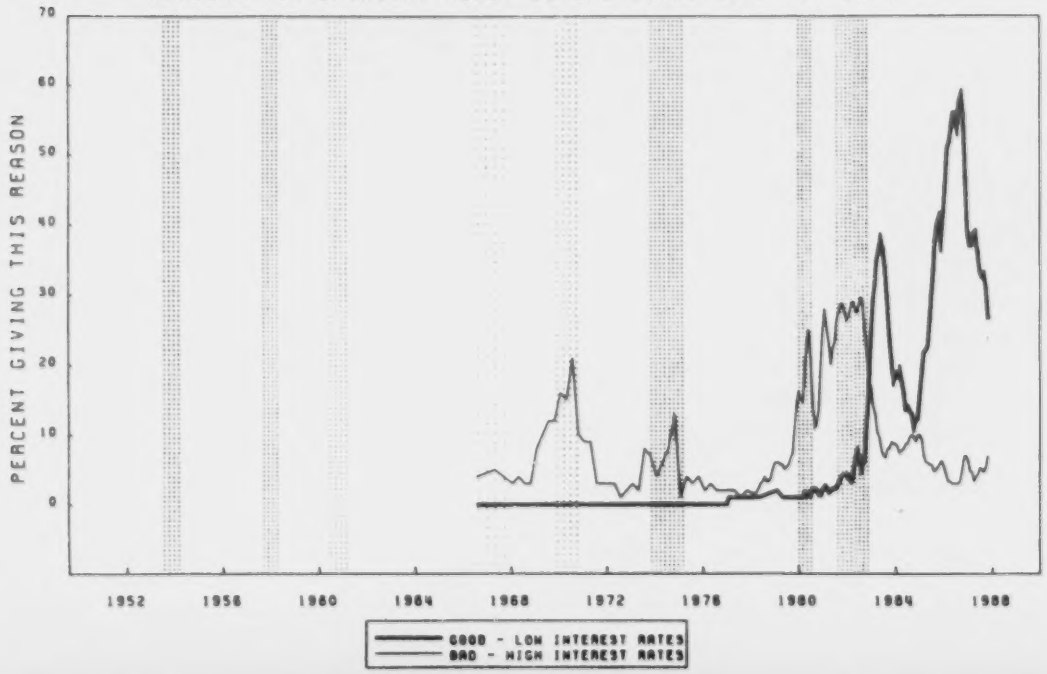
Responses to the query: "Why do you say so?" following the question on Table 25.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 26C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

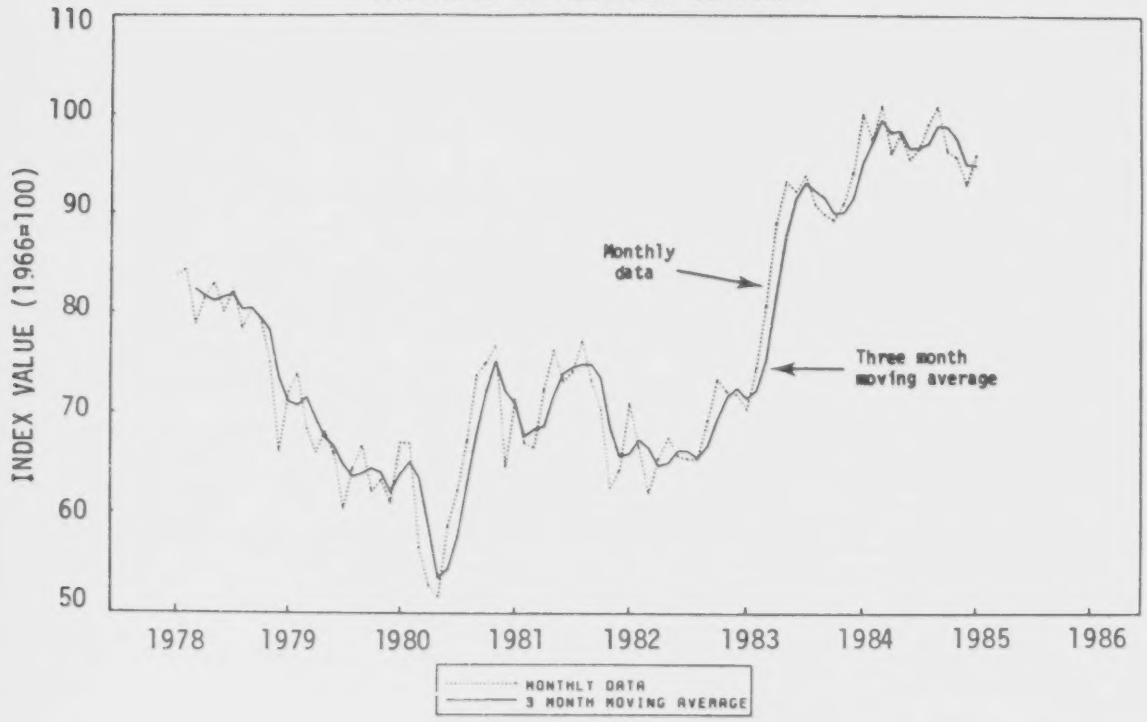
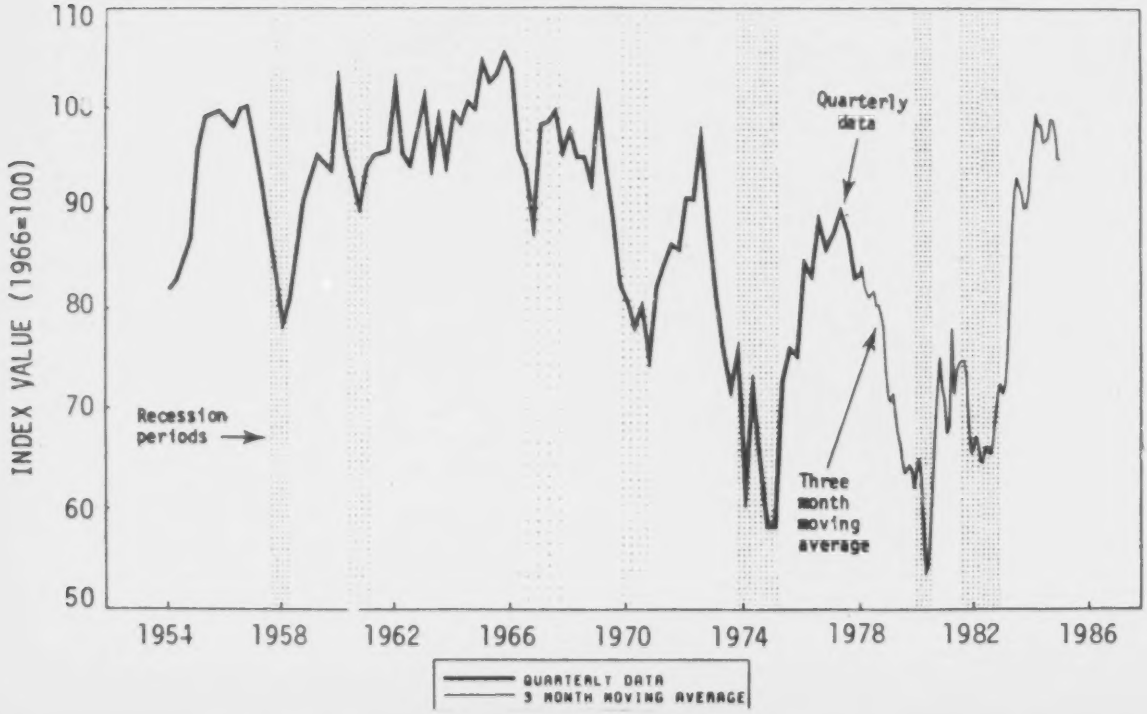


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHART LINES

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH MOVING AVERAGE: Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE LABELS

Each tic mark on the time scale represents the month of January for the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:	November	1948	- October	1949
	July	1953	- May	1954
	August	1957	- April	1958
	April	1960	- February	1961
	June	1966	- November	1967*
	December	1969	- November	1970
	November	1973	- March	1975
	January	1980	- July	1980
	July	1981	- November	1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS[a] OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews		
	700[b]	1,400[c]	2,100[d]
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

[a]The figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

[b]Average size of monthly surveys.

[c]Average size of two monthly surveys.

[d]Average size of three monthly surveys (one quarter).